

Chapter Twelve

POSTWAR CHANGE



Figure 12–1 Three of the technologies that changed Canadians' lives in the 1950s are shown here. The popular 1955 Chevrolet Bel Air (top left) sported sleek styling and a big V8 engine. Suburban houses of the era (right) were small, detached, and inexpensive. And television (bottom left) brought entertainment — and the world — into people's homes.

How did Canadian society change after World War II?

The censuses of both 1921 and 1941 showed that about two-thirds of Canadians were living in poverty. The 1951 census showed a different picture: only one-third of the population was considered poor. After the war, Canada's natural resources were in demand around the world, leading to greater prosperity. Employment levels were high, even with the large number of immigrants entering the country. Unions were helping working people gain better wages and working conditions, and new social programs were beginning to eliminate the worst cases of poverty. Many Canadians had been able to escape substandard housing, acquire indoor plumbing, and see their children finish high school. A number of new technologies also became available to many Canadians in the 1950s. People were buying washing machines, hair dryers, and record players. They were also using bowling alleys, X-ray machines, and shopping carts.

Examine the photographs on the previous page and respond to the following questions:

- Judging by these photographs, what has remained the same? What has changed?
- What kinds of communities did increased car ownership and new kinds of housing help create?
- In what ways might the layout of a home change when a television enters the picture? In what ways might family life change?
- What long-term effects have these technologies had on Canadian society? On the environment?

Key Terms

war brides
baby boom
uranium
suburb
consumer culture
blue law
means test

Looking Ahead

The following inquiry questions will help you explore the extent to which Canada changed after World War II:

- How did World War II change the face of Canada?
- How did the end of war affect the economy?
- How did Canadians' lives change after the war?
- Why did Canada start addressing inequalities?
- How did Canadians get to know themselves?

LEARNING GOALS

In this chapter you will

- analyze statistics to identify key demographic trends in postwar Canada
- describe key developments in the Canadian economy
- identify major developments in media and technology during this period
- identify examples of postwar social inequality and describe how groups and individuals addressed it
- explain some significant developments that affected First Nations, Inuit, or Métis peoples in Canada during this period

Voices

I once said, “Mom, you were so brave to come to Canada as a war bride.”

“No,” she replied, “Not brave, darling, just stupid.”

This past month, I had an opportunity to speak with my uncle in England about my mom and what went on back then. It suddenly dawned on me that my mom was only a teen when the war broke out and when the soldiers began arriving. No wonder she was able to leave everything behind for love — not really stupid — just young.

— Lynn D. Fairweather of Toronto, in 2001, talking about her mother, who came to Canada as a war bride during World War II

How did World War II change the face of Canada?

The war had changed the ways Canadians thought about their country and about Canada’s place in the world. Many Canadians felt a responsibility to uphold the values they believed the war was fought for. And Canadians felt a new confidence. They would need it — the face of their country was changing.

War Brides

Some of the first to contribute to the changing face of Canada after World War II were **war brides**. Many of these young women had met their future husbands while Canadian Forces were stationed around Britain during the war or liberated the Netherlands in 1945. About 48 000 European women came to Canada as war brides, bringing about 20 000 young children with them.

Most war brides remember coming over by ship and docking at Halifax. There, they passed through immigration, and then most began a long journey by train. For many, the experience was both thrilling and frightening. War bride Joyce Crane had met her husband while he was in the Royal Air Force. In 1999, she recalled their first meeting in Canada: “Bruce was there to meet us and at first I didn’t know him in his blue suit and trilby hat. I had only ever seen him in uniform!”

The war brides had to make many adjustments to fit into Canadian society. Some knew English or French, but many did not. They had to learn a new language, and many were city women who had to adjust to the rural life of the late 1940s.

Historical Perspective: Would war brides have had an easier or more difficult time adjusting to life in Canada than other immigrants? Explain your response.

Figure 12–2 Four war brides arrive with their children in Halifax in 1946. Thousands of British, Dutch, French, Italian, Belgian, and German women met and married Canadian soldiers overseas. After the war, many followed their new husbands to Canada. What do you think was the most challenging aspect of their new lives?



New Beginnings

Millions of people had been uprooted by the war. Many had no home to return to; others were refugees fleeing persecution. Europe's postwar economy was in ruins, so jobs were scarce. Canada attracted many of these now homeless people.

At the time, Canada's immigration policies were restrictive. In 1923, for example, the government had closed its doors to nonsponsored immigrants unless they were farmers, British, or American. Eventually, men such as C.D. Howe — who became Canada's minister of reconstruction after the war — recognized the demand for labour in Canada's growing manufacturing industry. By 1952, the government had brought in a new Immigration Act, and between 1947 and 1953, more than 186 000 European refugees came to Canada.

Jewish Immigration

At the end of the war, 250 000 Jewish Holocaust survivors found refuge in temporary shelters in Germany, Austria, and Italy. These were camps where survivors could begin to recover and try to find relatives. But they had to decide where to go next, because many could not or would not go back to the places they once had called home. Their search for a new home was difficult, because many countries still would not accept Jews. Of the 65 000 refugees Canada admitted between 1945 and 1948, about 8000 were Jews.

As a result of pleas from the Canadian Jewish community, the government eventually agreed to permit 1000 Jewish war orphans to immigrate to Canada. Nearly 800 settled in Montréal and Toronto. When the new Immigration Act was made law in 1952, the number of Jewish immigrants increased. As many as 40 000 Jewish Holocaust survivors eventually made Canada their new home.

Figure 12-4 Jewish Immigration to Canada, 1928–1959

Examine the data in the bar graph. What changed? What factors do you think contributed to these changes?

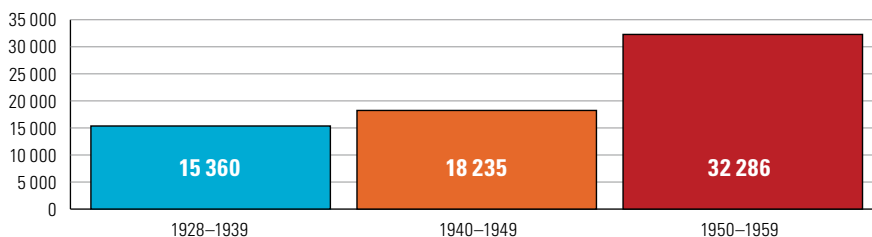


Figure 12-3 Two young would-be Canadians wait to be processed in the Immigration Examination Hall at Pier 21 in Halifax in 1952 — the year Canadian immigration restrictions were finally relaxed. Do you think it is easier for young people to move to a new country than it is for adults? Why or why not?

Voices

On the trip west, I couldn't get over the immensity of the huge spaces and the sparse settlements along the way. You could see forever. As I crossed Canada by train, it occurred to me that so many people could have been saved in this vast country. So much land and yet no room for Jewish refugees during the war.

— Robbie Waisman, a Czechoslovakian Jewish war orphan who came to Canada at the age of 17, 1948

Picturing Immigration Patterns

When studying a particular society in a particular year, it's always useful to gather specific statistics that give a "snapshot." For example, if you were studying Canadian society as it was in 1950, you might be interested to know that 73 912 people moved to Canada in that year.

But that fact on its own is somewhat limited. Can you tell if immigration is increasing or decreasing? Can you pick up on a trend? Can you see what is changing?

To get the bigger picture you might want to locate a data set that can reveal the process of change. Suppose you dug up statistics that told you 11 324 immigrants arrived in 1940 and 104 111 in 1960. By putting these two figures together with the 1950 statistic, above, you can suddenly see a country experiencing massive increases in immigration over the course of two decades. And you can better picture the societal change that 1950s Canada must have been experiencing.

Now look at Figure 12–6, a much larger set of data about immigration to Canada.

Figure 12–5 Immigrants to Canada, Selected Years

What can you tell from this graph that you couldn't if you had only one year of data?

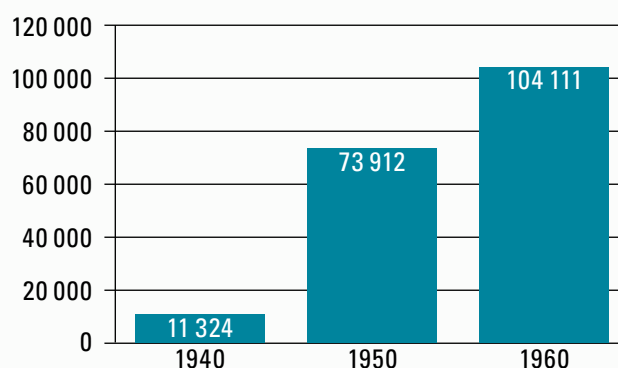


Figure 12–6 More Than a Century of Immigration to Canada

On first glance, which data seem most surprising?

Date	Top Countries of Origin
1900 to 1910	1. British Isles 2. United States 3. Russia* 4. Austria 5. Galicia (Ukraine)
1911 to 1920	1. British Isles 2. United States 3. Russia*
1921 to 1930	1. British Isles 2. United States 3. Poland 4. Russia* 5. Czechoslovakia
1931 to 1940	1. United States 2. British Isles 3. Poland 4. Czechoslovakia

*Many were German Mennonites

Date	Top Countries of Origin
1941 to 1950	1. British Isles 2. Poland 3. United States 4. Netherlands 5. Italy
1951 to 1960	1. British Isles 2. Italy 3. Germany 4. Netherlands 5. United States
1961 to 1970	1. British Isles 2. Italy 3. United States 4. Portugal 5. Greece
1971 to 1980	1. British Isles 2. United States 3. India 4. Portugal 5. Philippines

Date	Top Countries of Origin
1981 to 1990	1. Hong Kong 2. India 3. British Isles 4. Poland 5. People's Republic of China
1991 to 2000	1. People's Republic of China 2. India 3. Philippines 4. Special Administrative Region of Hong Kong 5. Sri Lanka
2001 to 2010	1. China 2. India 3. Philippines 4. Pakistan 5. United States

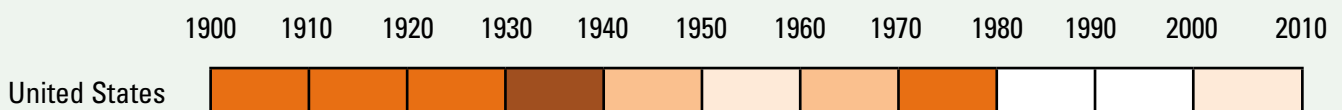
Source: Statistics Canada

Figure 12–7 Ruth Goldblum is shown at Pier 21 in Halifax, Nova Scotia. This was the landing place of more than a million immigrants to Canada. Goldblum spearheaded a campaign to transform Pier 21 into a museum dedicated to Canadian immigrants. Today it is both a 3700 square metre museum and a National Historic Site. Assume you were the curator of the museum. Describe the display you would create to convey changes in immigration to Canada over the years.



Explorations

1. Create a timeline graphic to better picture the ebbs and flows of immigration to Canada.
 - a) Across the top of a timeline, mark off the 10-year periods from 1900 to 2010, as in the example shown below.
 - b) For every country listed in Figure 12–6, create a horizontal bar with 11 cells as in the example.
 - c) For each cell, use shading to indicate the country's ranking as a country of origin during the decade (e.g., dark = 1; light = 5; no colour = not listed), as in the example.
 - d) Which countries provided Canadian immigrants for just a brief time?
 - e) From which countries have immigrants to Canada come consistently?
 - f) What continuities can you identify (trends that stayed the same)?
 - g) What changes can you identify (turning points, or shifts over time)?
 - h) Identify any world events or shifts in Canadian policy that might explain the continuities or changes you identified.
 - i) Describe the overall changes to Canadian immigration that are indicated by your timeline graph.



Voices

I am the first prime minister of this country of neither altogether English or French origin. So I determined to bring about a Canadian citizenship that knew no hyphenated consideration. . . . I'm very happy to be able to say that in the House of Commons today in my party we have members of Italian, Dutch, German, Scandinavian, Chinese, and Ukrainian origin — and they are all Canadians.

— John Diefenbaker,
prime minister, 1958

Becoming Visible

Many Canadians thought of war veterans as heroes. And when they applauded them at parades, they saw not just the descendants of United Empire Loyalists and Canadiens. They saw First Nations, Métis, and Black Canadians. They saw Canadians of Ukrainian, Chinese, and Russian descent. And they saw women. But though all these Canadians had fought in the war, many did not have one of the most important rights of a citizen — the right to vote.

Harry Ho and Roy Mah were Canadian citizens born in British Columbia. Like other Canadians of Chinese descent, they did not have the right to vote before the war. Ho and Mah enlisted and fought for Canada, as did hundreds of other Canadians of Chinese descent. And after the war, they demanded their civil rights. The federal government recognized the injustice of denying the vote to those who had risked their lives for Canada, and in 1947, it finally enfranchised Canadians of Asian descent.

Honouring veterans, including those from visible minorities, opened people's eyes to the reality of the diversity in Canadian society. Canada's diversity was becoming more and more apparent and intolerance was becoming taboo. In 1944, Ontario became the first province to pass a law stating that it was illegal to display any symbol that expressed ethnic, racial, or religious discrimination.

Figure 12–8 *The Globe and Mail* printed this photograph in June 1946. It shows four of the vets who attended the Welcome Home Banquet for Black veterans. It shows, left to right, Reverend Dr. C.A. Stewart, Sergeant F.N. Richards, Corporal L. McCurtis, and Master Sergeant H.T. Shepherd. How could publishing photographs like this change public attitudes?



Recall . . . Reflect . . . Respond

1. Identify three immigrant groups that boosted the Canadian population after World War II. For each group, identify one push factor or one pull factor that would have applied in each case. What factor was more important?
2. How would the groups you identified in Question 1 have changed the face of Canada in the short term? How would the contributions of so many new and varied Canadians begin to change ideas about what it means to be Canadian?
3. Create a before-and-after poster to represent one important aspect of Canada that changed during the periods before and after World War II.

Revealing Us to Us

Sometimes history seems to focus on the major players — the kings and queens, the inventors, the dictators. Learning the stories of powerful historical figures who had power can be fascinating.

Some of the most valuable stories are not in the actions of major historical figures, however, but in the experiences of ordinary people. The stories of even the least powerful members of society can shed light on issues that we are still wrestling with today. Through their stories, powerless people may become historically significant.

Read about the hopes, expectations, and experiences of three people who, together with thousands of other ordinary people, immigrated to Canada shortly after World War II.

CELINA LIEBERMAN, a Jewish war orphan, remembers being afraid of the immigration officials when she arrived in Canada in 1948. But people in her new community of Regina were very welcoming.



Supreme Court justice **ROSALIE SILBERMAN ABELLA** came to Canada from Poland in 1950 as the child of Holocaust survivors. Her father, a lawyer, had been legal counsel for displaced persons in southwestern Germany after the war.

ALIDA UNRUH came to Canada with her extended family in 1949 as a Ukrainian refugee. Now she makes a point of telling her grandchildren the family's story.

We arrived on a brilliantly sunny and cold day. We were met by several of the city's "pillars of the community" who took us to breakfast. When we were served half-grapefruits, all we could do is look at them. We had never seen grapefruits before. None of us knew what to do with them.

Within days of arriving in Toronto, my father went to the Law Society of Upper Canada to ask what tests he would need to take to become a lawyer. None, they said. Noncitizens could not be lawyers. Waiting the five years it took in those days to become a citizen was impossible. There was a family to feed. So he became an insurance agent for the next 20 years. Happily.

I shall never forget the morning I came down the stairs to find my grandmother weeping in the kitchen. Upon asking her what the problem was, she said, "The [Canadian] king has died." She could not speak English but she could understand most everything.

Explorations

1. Describe Celina Lieberman's encounter with a grapefruit. How did she feel? What light does this awkward moment shed on the issue of new immigrants to Canada who experience culture shock — the disorientation one feels when experiencing an unfamiliar society?
2. What barriers to success did Rosalie Silberman Abella's father face when he arrived in Canada in 1950? What light does his experience shed on the issue of certification delays experienced by many current immigrants to Canada?
3. What was the emotional connection Alida Unruh's grandmother had made to Canada despite a language barrier? Does this surprise you? Why or why not?
4. Which of these three immigrants seems most historically significant to you? Explain why.

Up for Discussion

Many men gave up their jobs to fight for their country. Should the women who had filled those jobs have willingly given them back when the men came home?

How did the end of war affect the economy?

During the war, the Canadian economy thrived. But when the war was over, politicians and economists worried that the economy might collapse. Plants started to close, and many workers lost their wartime jobs.

To keep the Canadian economy rolling, the government first loosened wartime wage and price controls. Companies were allowed to produce what the market demanded. Auto companies could go back to making cars and trucks instead of tanks and airplanes. Some companies received government funding to refit their plants and repurpose their products.

Then the government took steps to ensure that veterans received help finding employment and integrating back into civilian life. The government also sponsored major construction projects to employ Canadians and attract industry. These efforts were aided by demand for Canadian resources; a large, skilled workforce; and a large, technologically advanced industrial capacity. In addition, Canadians who had endured rationing were ready to spend some of their money.

Figure 12–9 An instructor teaches the fine points of manicuring during a course on beauty parlour operation at the Robertson Hairdressing School in Toronto in 1945. The course was part of a retraining program for veterans leaving the armed forces after World War II. How would becoming a manicurist have compared to the types of work these women would have done during the war?

Coming Home

The federal government decided to do much more for Canada's World War II veterans than it had done for their World War I counterparts. Soldiers received funds on their return, as well as any savings from Victory Bonds they might have purchased. The government provided rehabilitation programs for the wounded. It also offered free tuition for college or university, as well as technical and business training. And loans were made available for veterans wanting to buy a farm or start a business.

Women had been urged to fill jobs left vacant when men enlisted in the armed forces. The government now asked these women to give up their jobs to servicemen returning home. Female veterans, on the other hand, were encouraged to withdraw from the workforce or to enter traditionally female careers, even if they had performed other roles in the military. Women without the support of a husband were often placed in a difficult financial position.

Cause and Consequence: How would the government's plans to help returning soldiers also have helped the economy? Who might these plans have hurt?





The Baby Boom

During the early 1940s, the war prevented many Canadians from having children. But when the war ended, the conditions were suddenly right. Thousands of young men had returned home, and now there was plenty of time to spend with friends, go on dates, get married, set up a home, and start having a family. At the same time, women were being encouraged to leave the workforce and take up more “feminine” pursuits, such as homemaking.

Young people started having a lot of babies, and Canada soon found itself in a **baby boom**. Along with immigration, this pushed Canada’s population from 13.5 million in 1949 to 17.5 million in 1959, a jump of nearly 30 per cent.

New young families started purchasing cars and homes as never before. They wanted everything they had not been able to buy during the war, such as washing machines, cars, and furniture. Companies jumped at the chance to manufacture bicycles instead of machine guns, diapers instead of uniforms, and toys instead of grenades. Most people who wanted jobs could have one, and Canada’s productivity accelerated.

Government Infrastructure Initiatives

The government soon realized that it did not have enough public buildings for its rapidly growing population. Neither did it have the infrastructure to meet the needs of trade and business. Knowing that construction means jobs, the government went on a decade-long building spree. It built hospitals, schools, roads, and libraries, and launched major projects on a national scale.

The Trans-Canada Highway

Like the building of the railways a century before, connecting Canadians and Canadian businesses from coast to coast by road was a huge challenge. Canada was the second-largest country in the world and had some of the most difficult terrain for construction. The Trans-Canada Highway Act of 1950 spurred the construction of the world’s longest road. In the end, the 7821-kilometre road would cost federal and provincial taxpayers about \$1 billion — and the building goes on today.

Figure 12–10 Calgary children run out of school after the last day of classes in June 1956. When would most of these children have been born?

Figure 12–11 The Trans-Canada Highway

How would building a major highway affect the economy of a country, in both the short and long terms?





Figure 12–12 Construction workers put the pieces of the St. Lawrence Seaway together in 1952. Thousands of people found work building dams, locks, and bridges. What spinoff industries might such building projects spark?

The St. Lawrence Seaway

In 1951, the government of Canada wanted to move ahead with a massive engineering project — a waterway that would give ocean-going ships access to the heart of the continent via the Great Lakes. Because the route followed the Canada–U.S. border, many Canadians wanted it to be a joint effort. But the United States was stalling. Prime Minister Louis St. Laurent then announced that Canada would go it alone and build all the necessary structures on Canadian territory.

By 1954, the United States had relented, and the two countries would work together for the next six years. Parliament created the St. Lawrence Seaway Authority to manage operations, and Canada provided almost three-quarters of the \$470 million needed to complete the project.

Navigation channels, including the Welland Canal, were deepened to 8.2 metres to allow 35 000-tonne ships to navigate the entire length of the seaway. Five Canadian and two American sets of lift locks were constructed to raise ships 75 metres above sea level. The construction of the stretch between Montréal and Lake Ontario is recognized as one of the great civil engineering feats in history.

Ships can now travel the 3774-kilometre waterway all the way from Anticosti Island at the mouth of the St. Lawrence River to Thunder Bay, Ontario, and Duluth, Minnesota. This allows ships to both deliver goods and take on coal, wheat, lumber, and other products from the West.

Ethical Dimension: “The Lost Villages” are the Ontario communities that were relocated or destroyed when the Seaway was built. Read Voices opposite Figure 12–13. How would you decide if a large-scale project was ethical even if it destroyed people's homes and livelihoods?

Voices

I was one of the angry ones. I didn't want to move. I loved my village [Wales, Ontario]. My father would go around to see what was going on, but I wouldn't; I didn't want to see it. I didn't want to lose the rapids. . . . I was on my way to teach when they burned [our house] at 8:15. I went through the cemetery and into the village to the house, drawn like a butterfly to a flame. I shouldn't have done it.

— Fran Laflamme, whose house was expropriated for the St. Lawrence Seaway Project, 1958

Figure 12–13 The St. Lawrence Seaway

Though indispensable, the St. Lawrence Seaway has some limitations. What might they be?



A New Resource at Elliot Lake

In 1942, Eldorado Mining and Refining, a small Canadian company, was mining radium. That year, in the middle of World War II, the Canadian government quietly purchased Eldorado and made it a Crown corporation. But the government did not want the radium. It wanted a byproduct of radium production — **uranium**.

The United States was looking for a dependable source of uranium because it was racing to develop an atomic bomb. The “fuel” for this new weapon was uranium. After the war, Canada continued to supply uranium to the United States military, and Eldorado became the marketing agent for all uranium mined in Canada.

Then, in 1953, prospectors found granite with a very high percentage of uranium oxide in Northern Ontario. Within three years, the federal government had helped 12 mines enter into full operation. It was also heavily involved in planning a new town to service all 12 sites: the town of Elliot Lake. This town would soon be known as the “uranium capital of the world.” Canada became the world’s largest supplier of uranium, virtually all of which was used by the U.S. military for nuclear weapons. By 1959, uranium was Canada’s fourth-largest major export by value.

A Booming and Diverse Economy

After the war, Canada’s oil, gas, minerals, lumber, wheat, fish, and manufactured products were all in demand. The revenues rolled in, and the government spent the money on more major projects to keep people employed and strengthen the economy.

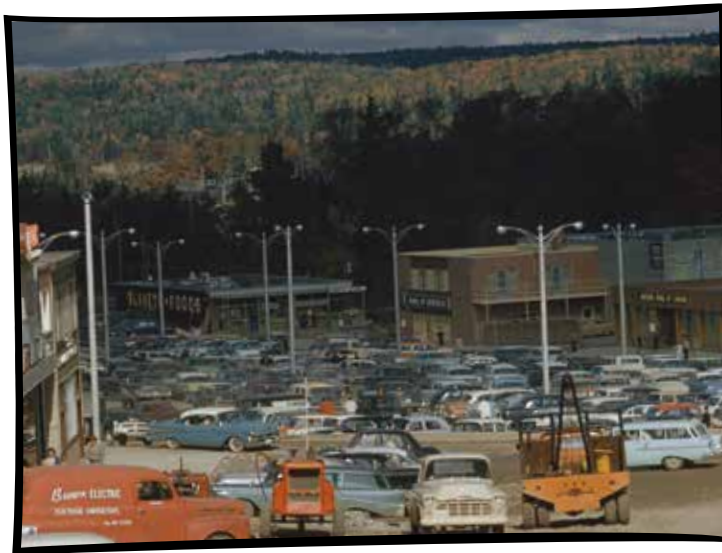


Figure 12–14 Elliot Lake, Ontario

Elliot Lake was a planned community. In what ways might such communities be different from communities that grow naturally?



Up for Discussion

Was Canada encouraging the arms race by supplying most of the world’s uranium during the 1950s?

Figure 12–15 Cars jam the commercial centre of Elliot Lake, Ontario’s new uranium boom town, in 1959. Compare this shopping centre with shopping centres near where you live. What is different? What is the same?

Recall . . . Reflect . . . Respond

1. Create a five-bubble mind map with the words “World War II Changes the Economy” at the centre. Then fill in each bubble to show how World War II led to a specific change in the Canadian economy.
2. From the mind map you created for Question 1, select the strongest influence of the war on the peacetime Canadian economy. Explain the reasons for your selection.
3. Would the effect you identified in Question 2 have occurred in the same way, at the same pace — or at all — if Canada had not participated in World War II? Explain your response.

How did Canadians' lives change after the war?

To build and supply a war machine, Canadian industry and technology had made rapid advances. When peace came, these industrial skills and technological know-how were harnessed to transform Canada into a modern developed country. The changes would deeply affect how Canadians lived.

Prosperity

After World War II, the world wanted Canada's grains, pulp and paper, lead, gold, and zinc. Vast supplies of oil had also been discovered in Alberta, and by 1956, the province was meeting three-quarters of Canada's oil needs. The government was building roads, railways, and waterways to reach new deposits of natural resources and transport them across and out of the country.

All these industries provided more, and new, jobs. And as paycheques kept coming, people kept spending. They wanted everything from toasters to tennis rackets, bicycles to boats. In addition, to satisfy Canadian demand, American companies built Canadian branch plants, which in turn created more jobs.

Leduc No. 1

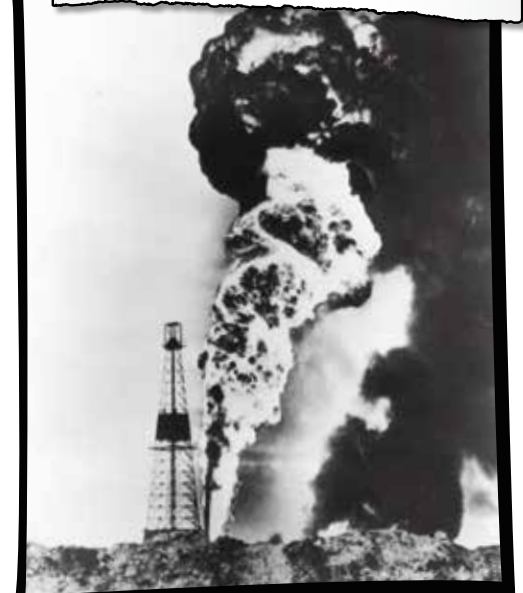
In 1947, a spectacular oil find at Leduc transformed Alberta's economy overnight. From an agricultural economy, it became an economy based on a natural resource. More wells were drilled, more oil was found, and more foreign oil companies came to the province to prospect and invest in the vast oil fields.

Like most communities with resource-based industries, Leduc prospered. The population swelled to fill jobs in the oil industry, and local businesses flourished in new neighbourhoods. Calgary and Edmonton became centres of finance, trade, and the insurance industry. Taxes poured into the municipal, provincial, and federal governments.

Continuity and Change: Create a mind map that shows the direct and indirect economic benefits of the Leduc oil find. Include all three levels of government as well as the economic benefits for individuals.

LEDUC No. 1 BLOWS IN

Crowds Thrilled by Spectacular Display at Imperial Wildcat



Up for Discussion

In 1950, American investment in Canada stood at U.S. \$3.4 billion. By 2011, U.S. investment in Canada stood at U.S. \$318.9 billion, accounting for 53.5 per cent of foreign direct investment in Canada. Should Canada's governments have tried to slow foreign investment or encourage it more?

Figure 12–16 The first flare shoots out of Imperial Oil's No. 1 well at Leduc, Alberta, at 4 p.m. on February 13, 1947. This wildcat well sparked an oil boom that has driven the Alberta economy ever since. The headline above the photograph appeared on the front page of the *Western Examiner* just after the "big blow." What possible reactions might people have had to the headline?



Figure 12–17 Two technicians assemble scintillometers — devices that detect radioactivity — in Winnipeg, Manitoba, in 1955. Why might some women have chosen to keep their jobs after the war despite social pressures?

The Changing Workplace

Between 1949 and 1959, Canada’s productivity more than doubled. But the country could produce at that level only with a strong workforce. Jobs were plentiful for soldiers leaving the armed forces and for immigrants seeking a fresh start in their new home. Relatively few young people went on to college or university because they could get a good job easily right out of high school. Some teenagers did not even bother to finish high school when jobs were so easy to get and paid well.

Women were an exception. Pressured to return to their roles in the home, many left their jobs to get married and start a family. By 1951, women made up only 23 per cent of the workforce.

But some women took a different path. Their experience during the war had given them a sense of independence. They liked getting a paycheque and the self-esteem that came from getting recognition for a job well done outside the home. At this time, however, women were usually paid less than men for jobs that today would be seen as of equal value. They were also less likely to be promoted to positions of power. In some workplaces, however, men were at least getting used to working alongside women.

Historical Perspective: In the 1950s, in many Canadian provinces and U.S. states, it was legal to fire a woman because of pregnancy. How might such discrimination have been justified? Why would it be unacceptable today?

Figure 12–18 Leading Occupations for Women in Canada, 1891 and 2009

During the 118 years between 1891 and 2009, what changed in women’s sources of employment? What stayed the same?

1891	2009
1. Domestic servant	1. Health care worker
2. Dressmaker	2. Clerical worker or secretary
3. Teacher	3. Social worker/child care worker
4. Farmer	4. Teacher
5. Seamstress	5. Salesperson
6. Tailor	6. Doctor or dentist
7. Saleswoman	7. Recreational worker
8. Housekeeper	8. Business or bank employee
9. Laundress	9. Factory or utilities worker
10. Milliner (hat maker and retailer)	10. Scientist or engineer

Source: UN Platform for Action Committee and Women in Canada at a Glance: Statistical Highlights 2012

Figure 12–19 Urban and Rural Population in Canada, 1921, 1941, and 1961

If the trend shown in these figures had continued until today, what would the urban–rural population split be now? Check your prediction by researching current data.

Year	Urban	Rural
1921	49%	51%
1941	54%	46%
1961	70%	30%

Source: Statistics Canada

Changing Neighbourhoods

Until the early 20th century, Canada had been largely rural, with most Canadians living in small towns and on farms. By World War II, the country was becoming more urban and cities were changing to accommodate their new inhabitants. Urban areas were rapidly growing and spreading out.

The National Housing Act

After the war, veterans and their spouses began to look for homes where they could raise a family. The few homes for sale were generally rundown and outdated. As late as 1951, more than 850 000 Canadian homes had no indoor plumbing. To meet the new demand, the government passed the National Housing Act in 1946. This act created the Canada Mortgage and Housing Corp., which had a broad mandate to improve housing and living conditions in Canada.

Much of the postwar housing that was built was intended to make housing accessible. It had to be inexpensive, so it was small. But most people in cities were used to apartments and row housing, so even a small house seemed grand. In addition, the CMHC created building codes to improve housing construction, encouraged innovative neighbourhood design, and helped municipalities replace rundown public housing.

Moving to the Suburbs

The construction industry quickly hired and trained thousands of workers to build whole new neighbourhoods. Developers and construction companies could keep costs down by building many nearly identical houses at once or by using prefabricated units. Soon the remaining open spaces within city limits were gone. Developers then began to use relatively inexpensive land in the surrounding countryside to build neighbourhoods they advertised as wide-open, secure, and healthy — apparently perfect for raising a family. Young couples looking for homes were persuaded, and the **suburbs** were born.

Cause and Consequence: What problems did the new suburbs resolve? What problems might they have created?

Figure 12–20 The photograph on the left shows Kensington Market in 1955. This Toronto neighbourhood was built in the 1800s, when most people lived and worked in the same neighbourhood or nearby. The photograph on the right shows a typical suburban shopping centre in the mid-1950s. What influenced the creation of these shopping models?



The Suburbs: A New Way of Life

According to the *Canadian Oxford Dictionary*, a suburb is a district, or area, located just beyond or just within a city's boundaries. Other definitions include the types of housing: suburbs have a higher proportion of detached homes, while urban areas have more apartment buildings and townhouses. Most definitions also refer to population density: urban areas have a higher density than suburban areas. The suburbs built in the 1950s met all these criteria.

Suburbs were made possible by one thing: the car. Before the car became commonplace, people who worked in cities usually lived in those cities. They walked, biked, or took a trolley to get around. Once a family owned a car, they could live in the suburbs and commute to work, school, or play in cities nearby.

Life in a suburb was very different from life in the city. Because homes and shopping were isolated from each other and spread out, inhabitants travelled everywhere by car. Their destinations tended to be limited to the new grocery store, the new mall, the new school, and the new places of worship. Neighbours did not live as close to one another as they did in the city, so they did not have to interact with each other unless they wanted to.

Historical Perspective: Read Jane Jacobs's words in Voices on this page. What does Jacobs identify as characteristic of suburbs? Of cities? Create a T-chart to list the pros and cons of life in a downtown neighbourhood and life in a suburb. Which would you prefer? Explain your response.

Figure 12-21 A 1950s suburban development just west of Toronto. These neighbourhoods had shopping plazas but no corner stores, and while every house had a driveway, there were few sidewalks. Why would developers not include sidewalks in many new neighbourhoods?



Figure 12-22 This is a view of Eglinton Station, the last stop on Toronto's first subway line. Eglinton Station was near the north end of Toronto in 1954, when the line was completed. It was thought that workers could easily drive from the station to their suburban homes. Why would it have become one of the most densely populated downtown neighbourhoods in Canada?

Voices

[S]uburbs . . . are natural homes for huge supermarkets and for little else in the way of groceries, for standard movie houses or drive-ins and for little else in the way of theatre. There are simply not enough people to support further variety. . . . Cities, however, are the natural homes of supermarkets and standard movie houses *plus* delicatessens, Viennese bakeries, foreign groceries, art movies, and so on, all of which can be found co-existing, the standard with the strange, the large with the small.

— Jane Jacobs, writer and urban activist, in *The Death and Life of Great American Cities*, 1961

Figure 12–23 This advertisement shows one version of the ideal kitchen of the 1950s. Few Canadians had a kitchen this large. How might a historian view this image? What is the photograph's purpose? Who is its intended audience?



Figure 12–24 A television was not only a piece of electronic equipment, it was also furniture. Many televisions were housed in large cabinets to suggest luxury and wealth. How have tastes changed today?



Changing Technologies in Everyday Life

Advertisements in newspapers and magazines and on radio and television encouraged Canadians to buy new gadgets — electric mixers, refrigerators, vacuum cleaners, and clothes washers and dryers — to make their lives easier. People also wanted more up-to-date telephones, high-fidelity sound systems, and televisions. And almost everyone wanted a car.

The demand for so many goods built a healthy manufacturing industry. To sustain these industries, a **consumer culture** — buying and selling goods people want largely because of advertising — was essential.

Continuity and Change: If goods create waste that damages the environment, should we view the consumer culture of the 1950s as progress or decline?

Buying a Television

Imagine a world with no television, no videos, DVDs, or Blu-ray discs, no portable media players, and no downloading of music or movies. In 1950, movies could be seen only in theatres. Over the next decade, television would bring movies, news programs, and live broadcasts into people's homes. But a mid-range television still cost \$400 — more than a month's income for an average family.

Television was such a new medium that some were afraid it would damage their eyesight. Parents regularly told their children that sitting too close to the television — fewer than 3 metres away — would hurt their vision, or that television viewing should never occur in the dark because the contrast was too great.

Historical Perspective: What do the ideas about safe television viewing tell you about attitudes toward television in the 1950s? Have you seen similar warnings about the use of current entertainment devices?

Changing Lifestyles

Canadians swarmed into the suburbs and took up their new jobs and new families. But they also wanted to have fun. Many rejected what they saw as stifling conformity and objected to **blue laws** — laws considered too severe or restrictive, such as municipal bylaws that forbade certain activities on Sundays. These laws restricted the sale of alcohol and prohibited stores from opening. People could not attend a movie or concert on Sunday. Baseball was allowed, but only after 1:30 p.m. and as long as the last pitch was thrown before 6 p.m.

Canadians had money to spend on entertainment, and businesses were eager to sell varied forms of amusement and toys. Small children were bought yo-yos, Slinky toys, and Silly Putty, while their older brothers and sisters purchased hula hoops, Frisbees, and transistor radios.

Music and the Movies

Pocket-sized transistor radios and small, affordable record players made music more available to people of all ages. Ottawa-born Paul Anka was perhaps Canada's first true teen music idol. He was young, handsome, and talented. And he sang memorable love songs like his 1957 hit "Diana," about a school friend who babysat his younger siblings. Like other Canadian artists, however, Anka had to go to the United States to reach a larger audience and become successful.

Canadians were swamped with — and loved — American culture. That was particularly true of rock 'n' roll phenomenon Elvis Presley. Canadians heard his songs on radio, saw him perform on television and in concert, and read about him in fan magazines. Presley starred in number of movies that featured him singing and dancing, including *Love Me Tender* and *Jailhouse Rock*.

Figure 12–25 Elvis Presley made his first visit to Canada a triumphant one when he drew 23 000 squealing fans to Maple Leaf Gardens in April 1957 to see him perform.



Recall ... Reflect ... Respond

1. Identify five significant changes in the ways Canadians lived after World War II.
2. Rate the long-term significance of these changes on a scale of 1 to 10 (1 = least like the Canada you know today; 10 = most like the Canada you know today). In what ways did the changes help create the Canada you know today?
3. List at least three reasons why the 1950s would have been a great time to live in Canada. Then list three reasons why it would have been a not-so-great time to live in Canada.

Figure 12–26 Martin Luther King Jr. visited Windsor, Ontario, to participate in Emancipation Day celebrations on August 1, 1956. On that day in 1834, the British Parliament had abolished slavery throughout the British Empire, including Canada. This change led to the Underground Railroad, an organized system of people helping African Americans escape slavery in the United States and find freedom in Canada. How would such a visit affect Canadians?



Why did Canada start addressing inequalities?

To many, the ideal 1950s family, as portrayed in television shows like *Father Knows Best*, was made up of a white father — the breadwinner — a white mother — a housewife — and two or more children. But many families did not match this picture. Maybe a single mother had to work outside the house. Or maybe a family could not afford new clothes or gadgets. First Nations, Métis, and Inuit; new immigrants; visible minorities; working women; and Canadians with physical or intellectual disabilities all met with obstacles to acceptance in mainstream society.

Rising Awareness

For many, Canada in the 1950s was not a land of equality in law or in spirit — but change was coming. These changes had begun during the Depression, when so many Canadians had experienced or witnessed poverty firsthand. The changes continued with World War II, when Canadians devoted themselves to fighting fascism. And after the war, the horrors of the Holocaust made many Canadians more aware of the importance of protecting the human rights of all people.

The changing face of Canada during the 1950s was another factor that made Canadians begin to rethink their ideal of society. New immigrants were bringing different sensibilities. Ideas were also coming from south of the border through radio and television. Through the lens of the civil rights movement in the United States, Canadians were becoming more aware of discrimination within their own society.

Cause and Consequence: In your view, which event had a greater impact on Canadians' acceptance of diversity in the mid-20th century — the high-profile U.S. civil rights movement or the growing diversity within Canada's immigrant population? Explain your answer.

Figure 12–27 Ethnic Origins of Canadians, Selected Groups, 1941, 1951, and 1961

Identify one or two trends in the population statistics shown. How might these trends have gradually changed the nature of Canada? How might these trends have affected attitudes in Canadian society?

Ethnic Origin	1941	1951	1961
British	5 715 904 (48.7%)	6 709 685 (47.3%)	7 996 669 (42.5%)
French	3 483 038 (29.7%)	4 319 167 (30.4%)	5 540 346 (29.5%)
European (not British or French)	2 043 926 (17.4%)	2 553 722 (18.0%)	4 116 849 (21.9%)
Polish	167 485 (1.4%)	219 845 (1.5%)	323 517 (1.7%)
First Nations (status Indian) and Inuit	125 521 (1.1%)	165 607 (1.2%)	220 121 (1.2%)
Italian	112 625 (1.0%)	152 245 (1.1%)	450 351 (2.4%)
Hungarian	54 598 (0.5%)	60 460 (0.4%)	126 220 (0.7%)
African	22 174 (0.2%)	18 020 (0.1%)	32 127 (0.2%)
Total	11 725 271	14 198 751	18 806 200

Source: *Historical Statistics of Canada*, 1983

The Media

Although journalism had been dominated by men, it began to open up to women and members of visible-minority groups during this time. Some women had gained a foothold in journalism during the war, when many male journalists were overseas. Doris Anderson, for example, became editor of the women's magazine *Chatelaine* because she was an excellent staff journalist — and because she threatened to quit if they hired a man for the job. Anderson soon transformed the magazine's focus to include serious issues that concerned many Canadian women.

As Canadians continued to buy television sets, magazines, and movie tickets, they began to see more of Canada and the world. News stories evolved from dry news reports into often sensational human interest stories that attracted more public attention. And as more companies entered the media, competition for audiences increased.

Historical Significance: The sales of *Chatelaine* skyrocketed after Anderson took charge as editor. Read Anderson's words in Voices. What was the key to her success? Why was the public ready to listen to her?

A Canadian Media Event: Disaster at Springhill

The tragic events of the mining disaster at Springhill, Nova Scotia, unfolded live, for Canadians and the world, on CBC television in 1958.

The coal fields in Nova Scotia had experienced problems before, but the underground earthquake, or “bump,” that occurred on the night of October 23, 1958, was different. On that night, 174 miners were at work in the No. 2 mine at the Cumberland Pit, one of the deepest mines in the world. Suddenly, within minutes, the coal faces throughout the mine collapsed, trapping the miners below.

International media swarmed to monitor a rescue effort that would last for nine days. Help poured in, and politicians came to the site to see and be seen. As the world waited, rescuers worked their way down. Mining officials wanted to stop the rescue efforts, but the rescuers refused. In all, 99 miners were saved, but 75 died. The coverage was extensive and thorough, and afterward, the mine was declared dangerous and was shut down.

Historical Significance: How did the live news coverage at Springhill raise awareness and bring about change? Identify a recent event where the media's coverage has led to significant change. In what ways is the power of the media a force for good? In what ways can this power be abused?



Voices

In almost every issue we had an article that really got women talking, and these were often about all the awful things women had to cope with. . . . I published one of the first articles in North America on the abuse of children and I got a raft of letters saying I was being sensational, this didn't happen. But soon that became a very serious concern. And of course, battered women — nobody talked about that.

— Doris Anderson, author, activist,
and editor of *Chatelaine* magazine
(1957–1977), 2006

CONNECTIONS

The governor of the state of Georgia in the American South offered 19 survivors of the 1958 Springhill mine disaster a free vacation at a luxury resort. What he did not know was that one of the miners — Canada's Citizen of the Year in 1958 — was Maurice Ruddick, a Black Canadian who had been a leader among the trapped miners. Many Canadians disapproved when the governor decided to change his offer and give Ruddick a separate vacation. Ruddick's fellow miners also objected: “There was no segregation down that hole, and there's none in this group.” Nevertheless, Ruddick accepted the conditions for the sake of his friends.

Figure 12–28 Reporters from around the world cluster near the mine entrance in Springhill, waiting for news about the mining disaster. In October 1958, Canadians watched for the latest news of the crisis on television. How might television and radio coverage of this event have altered people's awareness of both bad conditions for Canadian miners and the role of the media?

Judging a Relocation

Today, if a government official was to drop off a Canadian in harsh wilderness with few supplies, we would probably judge that action to be unethical. Yet that is exactly what the federal government did in 1953 to a small group of Inuit.

Can we judge this relocation, which occurred more than 60 years ago, to be just as unethical? Perhaps. But we need to be cautious — we need to avoid measuring actions that occurred in the 1950s against the values of 21st-century Canada.

In 1953, the Canadian government wanted to establish a Canadian presence in the High Arctic to assert Canadian sovereignty. At the same time, government scientists thought there weren't enough caribou and moose to support all the people living in northern Québec.

The answer to solve both problems seemed simple: move Inuit from northern Québec to live in the High Arctic. So the government enticed Inuit from Inukjuak in northern Québec, with promises of plentiful game, to pick up and move 1200 kilometres north. There was a good reason no one lived so far north: the environment is harsh, with average winter temperatures of -40°C , and a winter during which the sun doesn't rise for months on end. Inuit call Grise Fiord "Aujittuq," which means "the place that never thaws."

Canadians were not familiar with Inuit in the 1950s, so prejudice was common. Perhaps this explains why government officials thought they would have to force Inuit to be self-sufficient. The government did not provide adequate food supplies, rifles, fishing gear, or even material to repair the feeble tents the Inuit were supposed to live in during their first winter in Grise Fiord and Resolute. The expectation was that the newcomers would be forced to adapt.

To get a better idea of the attitudes involved, consider the food provided on the trip north. Inuit being moved travelled on a Coast Guard vessel called the C.D. Howe. Inuit passengers were given a 40-cent lunch of four pieces of hardtack (a type of biscuit) and a paper cup of tea. At the same time, non-Inuit passengers enjoyed a full-course meal in the ship's dining room. Why would the two groups be treated differently?

Figure 12–29 Hunting is central to Inuit culture and the economy in isolated hamlets such as Grise Fiord, Nunavut, Canada's northernmost community. This photo shows where the remains of walrus litters the bloodstained ice.



After Arrival

Like most other Canadians, government scientists knew little about Inuit. For example, they made a big mistake by assuming that all Inuit have the same skills. In fact, there are many regional differences, including their knowledge of the land. The relocated Inuit were good at hunting caribou and moose on the tundra of northern Québec. But there are no caribou or moose anywhere near Grise Fiord or Resolute. The wildlife consisted of marine life like walrus and whales, which the newcomers had no experience hunting.

The first year in the High Arctic was brutal. On August 18, 2010, the Minister of Indian Affairs

and Northern Development apologized to the Inuit relocatees on behalf of the government and the people of Canada. A \$10 million fund was set up for their benefit.

What hurts me the most, my late daughter heard . . . two white men . . . talking. She could understand English; they were making fun of us. "Inuit are like dogs," they said. "Whatever you tell them to do, they just agree." They were staring right at us. We were so poor back then. Poor clothing, poor housing. That's how we looked to them. Where could we go? Everything we were promised had disappeared.

— Lizzie Amogalik, Inukjoaq, 2010



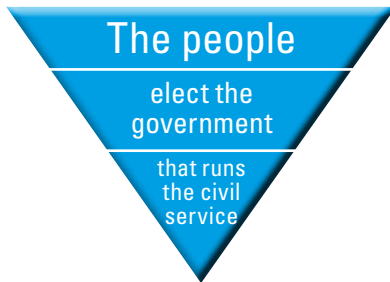
Figure 12–30 The Iqqaumavara project teaches eight Inuit youth the basics of documentary filmmaking so that they can make a film to tell their stories. To practise, two young Inuit women film Larry Audlaluk in Grise Fiord in 2013 as he tells about his family's relocation to the High Arctic in the 1950s. What multiple purposes could this practice session serve?

Explorations

1. What differences can you identify between 1950s Canada and 21st-century Canada? Consider prejudices and assumptions about Inuit that would have been commonly held in the 1950s but not today. Consider Canadian values protected by the Charter of Rights and Freedoms.
2. Why did the government take the action that it did?
3. Does the context of societal attitudes and commonly held prejudices justify the action the government took? Does it explain it? What's the difference between "justify" and "explain."

Figure 12–31 Power in Democracy

Who has ultimate power in a democracy? If you don't have a vote, what happens to that power?

**Figure 12–32** Lawrence Salleby

(left) of the Rice Lake First Nation near Peterborough, Ontario, casts his vote in a federal by-election on October 31, 1960. It was the first time that First Nations adults could vote without qualification in a Canadian election. Also shown are Chief Ralph Loucks, deputy returning officer; Lucy Musgrove, poll clerk; and Eldon Muskrat, poll constable. Why do you think some First Nations people wanted the vote and some did not? What might be the long-term effects of denying Aboriginal people a basic right of citizenship?

The Right To Vote

Perhaps the most fundamental right of any citizen in a democracy is the right to vote. In theory, having a vote puts the citizen at the top of the political power structure, because the government then serves the people — who can vote it out of office the next chance they get.

In the decade or so after World War II, the federal government acknowledged the equality of the country's citizens by giving all Canadian adults the vote. Canadians of Chinese and Japanese heritage received the federal franchise in 1947. Inuit were granted the right to vote in 1950. But First Nations could vote only if they gave up their rights as status Indians. Few took up this offer. It would not be until 1960 that all adult Canadians, including First Nations, held the right to vote without qualification.



Changing Discriminatory Laws

The idea that women were second-class citizens was still prevalent in the 1950s. It was still legal to pay women less than men for the same work. Some job advertisements even stated “women’s rates” and “men’s rates.”

To address this inequality, the federal government passed a bill in 1956 that made it illegal to pay women less than men for work that was “identical or substantially identical.” And in 1955, the government struck down the law that forced women to resign from their jobs in the federal civil service when they married.

A Canadian Bill of Rights

For more than a decade, John Diefenbaker worked to convince Canadians and the government to create a Canadian bill of rights. As prime minister, he introduced the first Canadian Bill of Rights to Parliament in 1958.

The bill recognized each individual’s rights, freedoms, and equality before the law. But Diefenbaker was not able to include his bill in the Canadian Constitution. It applied only to federal laws and did not override existing laws. Nonetheless, it was a major step guaranteeing Canadians’ equality rights.

Voices

I am a Canadian, free to speak without fear, free to worship in my own way, free to stand for what I think right, free to oppose what I believe wrong, or free to choose those who shall govern my country. This heritage of freedom I pledge to uphold for myself and all mankind.

— John Diefenbaker, on the Canadian Bill of Rights, July 1, 1960

Addressing Income Inequality Through Social Programs

Remembering the Depression, many Canadians worried that the end of the war might bring an end to prosperity. They called for social programs that would protect them and their families. At first, William Lyon Mackenzie King's Liberal government was reluctant. But a new party was emerging — a social democratic party that promised to improve the social safety net.

Founded by J.S. Woodsworth, the Co-operative Commonwealth Federation (CCF) later became the New Democratic Party. In Saskatchewan, people swept CCF leader Tommy Douglas and his party into power in 1944.

Seeing a potential threat to their power at the federal level, the Liberal party decided that it, too, would address income inequality by supporting more comprehensive social programs.

Family Allowance

Before the war, the federal government had granted tax exemptions to people with children. Toward the end of the war, on July 1, 1945, the government replaced this exemption with the family allowance, popularly known as the baby bonus. Every month, the government gave a fixed amount for each child to all families with children, regardless of the family's income.

Employment Insurance

Employment insurance — then known as unemployment insurance — was first created in 1935 in response to calls for help during the Depression. Employed people paid for the insurance, which provided a small income for those who lost their jobs. King quashed the program when he was elected in 1935 because he thought it was too expensive.

But King decided the program could work during wartime, a time of high employment. With many people contributing, the program could build up a fund to finance future claims. The Unemployment Insurance Act came into effect on July 1, 1941.

Health Programs

By the late 1950s, the provinces had immunized nearly all Canadians against polio, diphtheria, tetanus, whooping cough, and smallpox. Mobile clinics had also cut down the rates of tuberculosis. Communicable diseases soon slipped from first place as a cause of death, and the average lifespan of Canadians began to rise. During the same period, provincial governments gradually began extending health care coverage to all Canadians.

Up for Discussion

Should wealthy people have received the baby bonus? Was this a waste of taxpayers' money?



Figure 12–33 An Inuit mother uses her family allowance to buy powdered milk from the Sigvaldassons in 1948. The Sigvaldasson family ran a small supply store in Cape Smith, in a region that is now part of Nunavut. In such a remote community, would a baby bonus cheque go as far as it would in a city such as Ottawa or London? Explain your response.

Check Forward ➔

You will read more about the evolution of Canada's health care system in Chapter 14.

Up for Discussion

Why do some people object to a means test as a way for governments to decide who needs help?

Voices

[In the 1950s] unions gave [workers] the bargaining leverage they needed to get the paychecks that kept the economy going. So many [workers] were unionized that wage agreements spilled over to nonunionized workplaces as well. Employers knew they had to match union wages to compete for workers and to recruit the best ones.

— Robert B. Reich, former U.S. secretary of labour, 2009

More Help for Pensioners

In 1927, Canadians 70 years of age and older had been granted an old age pension. This helped some Canadians survive the Depression, but there were flaws in the plan. First, the pension paid only \$20 a month. Second, status Indians were excluded. And third, it was available only to people who passed a **means test** — they had to prove that they were in need.

Politicians, unions, and citizens campaigned for change, and King responded with the Old Age Security Act in 1951. At the time, this plan gave \$40 per month to all Canadians seniors, including status Indians. Since then, Old Age Security payments have increased in step with the cost of living.

Improving Conditions in the Workplace

Canadian labour history is a story of workers struggling to achieve better conditions and quality of life for working Canadians. By banding together and demanding change, workers have won the right to organize. Through the union movement, ordinary workers have fought for and won a living wage, pensions, health insurance, an eight-hour workday, and paid holidays. Even today, not all workers enjoy all these benefits, but many do.

Cause and Consequence: Before 1944, it was illegal to organize a union in a workplace. But sometimes, to protest unfair working conditions, workers went on strike anyway. Companies often did not know how to handle this situation and sometimes resorted to violence and imported strike breakers — nonunion contractors who would keep a factory running during a strike. Why would unions oppose the use of strike breakers? Should governments help to prevent situations like these?

Figure 12–34 A striker confronts three police officers in Saint John, New Brunswick, on April 30, 1949. The Canadian Seamen's Union was established in 1936, and many of its merchant mariner members died during the Battle of the Atlantic. In 1949, the union went on strike to improve working conditions and there were several violent incidents. If unions fight for better conditions for working Canadians, why would Canadian police get involved in crushing a strike?



The Canadian Union Movement

During the war, union membership increased. Three changes eventually meant unions could more easily work toward better contracts for workers:

- Before 1944, management could ignore unions or expel union representatives from the workplace. But frustrated wartime workers often went on strike anyway. To ease wartime workplace tensions, King's government passed an order in council in early 1944 that gave workers the right to organize. The new law forced management to recognize and negotiate with unions. In return, unions were obliged not to strike during the term of a negotiated agreement.
- In 1946, Supreme Court Justice Ivan Rand settled a strike at the Ford Motor Co. in Windsor, Ontario. In the process, he came up with a formula to guarantee that workers in a unionized workplace would pay union dues even if they did not join the union. The reasoning was that all workers in a workplace benefited if the union won better conditions. The Rand Formula helped the union movement achieve financial stability.
- In the early 20th century, there were two umbrella Canadian labour organizations — the Canadian Congress of Labour and the Trades and Labour Congress. For many years, unions in these two organizations were hostile toward one another. But in 1956, they set aside their differences to form the Canadian Labour Congress — and a united front.

Cause and Consequence: Unions are organizations of workers formed to protect their rights. How might their struggle to improve their working conditions indirectly benefit all Canadians? Do you think unions will have an impact on your future life in the workplace?

Figure 12-35 Then Parti Québécois leadership candidate Pauline Marois (left) greets lifelong union activist Madeleine Parent in 2005. In 1946, Parent had unionized 6000 workers, mostly female, at the Dominion Textile plants in Valleyfield and Montréal. She was also part of a cotton-worker strike that lasted a hundred days. What kind of personal qualities are needed to change institutions that are unjust?



Voices

Ford had some really bad practices. They started you at seventy-five cents an hour. After six months you were entitled to an increase of ten cents. So they'd keep you for six months. Then they'd lay you off and rehire you again at seventy-five cents. This didn't go down very good. And none of the plants then paid overtime.

— George Burt,
United Auto Workers, 1979

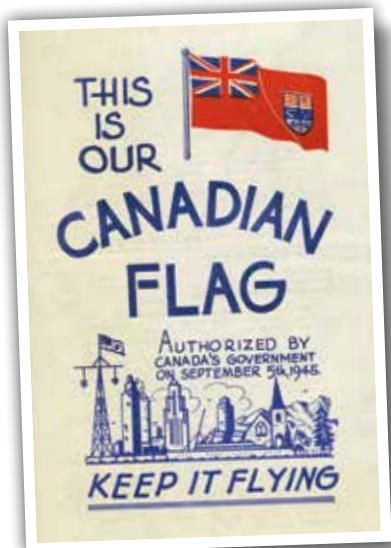
Recall . . . Reflect . . . Respond

1. Identify three efforts that helped address income inequalities in Canada in the 1950s. Explain your choices. For each choice, identify one example that demonstrates how that effort resulted in change.
2. In what ways is each effort and example you identified in Question 1 reflected in Canada today?
3. Select the one example that changed Canada most. Create a before-and-after drawing or cartoon to illustrate how it changed Canada. Adding speech bubbles, captions, or a title will help viewers understand your illustration.



Figure 12–36 A 1954 pamphlet in honour of Empire Day. This holiday later became Commonwealth Day, and then Victoria Day, in honour of the birthday of Queen Victoria and the official birthday of her granddaughter, Queen Elizabeth II, who took the throne in 1952 at the age of 25. What does Victoria Day mean to you?

Figure 12–37 This pamphlet was published by the Canadian Patriotic Association and distributed in the 1950s. The flag, called the Red Ensign, was once the Canadian flag. Why do you think the pamphlet's cover includes the words "Authorized by Canada's government"?



How did Canadians get to know themselves?

On January 3, 1947, in Canada's first citizenship ceremony, Prime Minister William Lyon Mackenzie King became the first Canadian citizen. Before this date, all Canadians were British citizens living in the Dominion of Canada. During World War II, Canada gained greater international stature and nationalist pride. Staying a colony of Britain was no longer acceptable to many Canadians.

Releasing Powerful Ties

The transformation of Canada into a distinctive country gathered momentum after the war. Before 1949, for example, Canadians could appeal Supreme Court decisions to the Privy Council in Britain. In 1949, Prime Minister Louis St. Laurent made the Supreme Court of Canada the court of last resort. British symbols, such as the British coat of arms, slowly slipped out of their places in courtrooms and schools. And "O Canada" gradually replaced "God Save the Queen" as Canada's national anthem.

Canada did not, however, reject the Queen as the country's monarch. In fact, when Queen Elizabeth II was crowned in June 1953, millions of Canadians tuned their radios or televisions to the CBC so that they could listen to the two days of live coverage. Governor General Vincent Massey described the role the coronation and the monarchy played for Canadians: "[The coronation] stands for qualities and institutions which mean Canada to every one of us and which for all our differences and all our variety have kept Canada Canadian. How much the Crown has done to give us our individual character as a nation in the Americas!"

Historical Perspective: Does the monarchy reinforce Canada's British ties? Help protect the country from Americanization? Or both? Or neither? Explain your response.

Creating Canada's Culture

The war had brought Canadians together for a common cause. But they remained separated by geography, language, and ethnicity. At the same time, there was a shortage of Canadian voices in a number of fields, including the arts, literature, and music. Soon after the war, the National Film Board had begun making films about peacetime Canada. But there was little encouragement given to people interested in exploring Canadian theatre, dance, visual arts, architecture, music, or folklore. In the 1950s, the government decided to establish several agencies to help support and promote Canadian culture and identity.

Historical Perspective: How do you think French Canadians felt about the Red Ensign?

CBC Television

Today, when people think of the CBC, most think of television, even though the CBC's historical roots are in the first radio broadcasts of the 1930s. When television arrived in the early 1950s, the government appointed J. Alphonse Ouimet to head a television network for the CBC. It started broadcasting in September 1952, although it was available to only 25 per cent of the population at the time.

Almost immediately, *Hockey Night in Canada* switched from CBC Radio to CBC Television and became a national pastime. The Original Six National Hockey League teams — the Boston Bruins, Chicago Black Hawks, Detroit Red Wings, Montréal Canadiens, New York Rangers, and Toronto Maple Leafs — were the focus of attention until the league expanded in 1967. By 1957, however, the CBC was reaching 87 per cent of the population and broadcasting in both English and French.

One of the most memorable comedies of the 1950s was *La famille Plouffe*. It portrayed the ups and downs of a working-class family in Québec. The show started on radio in 1952, but within a year it had switched to a weekly television show and quickly became popular.

Figure 12–38 Maurice “Rocket” Richard of the Montréal Canadiens scores in a 1951 game against the Toronto Maple Leafs. In what ways do these players differ from those you see playing professional hockey today?

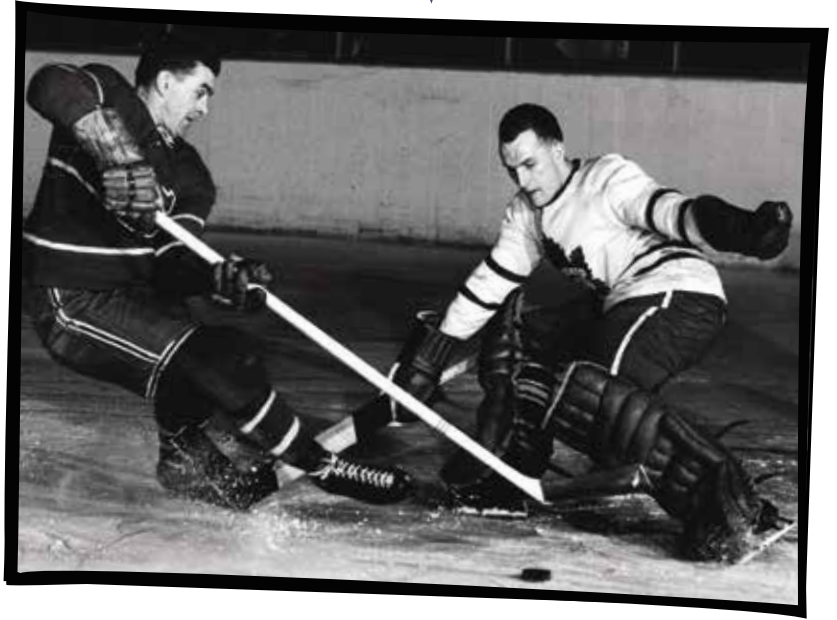


Figure 12–39 *La famille Plouffe* was popular between 1953 and 1959 and was one of the first television shows produced in French in Québec. A dubbed version was shown between 1954 and 1959 in English-speaking Canada. How might this new TV show have affected Québeckers' sense of identity?



CONNECTIONS

The CBC today operates four radio networks in French and English; television networks in French, English, and Aboriginal languages; a shortwave service; and two 24-hour news channels, one in English and one in French. It produces programming and provides podcasts, a website, classroom material, and an extensive public archive. Public broadcasters in some other Western countries, such as Britain, receive an average of \$80 per person per year. As of 2014, the CBC receives \$29 per person.

The Canada Council

In a report written in 1951, Vincent Massey, who would later become Governor General, revealed that, in 1950, the country had produced only 14 novels. Theatre was limited to amateur shows staged in church basements. Few artists could actually make a living in the arts. Massey argued that the only way to nurture Canadian culture was to start financing Canadian cultural ventures.

As a result, in 1957, the federal government launched the Canada Council for the Arts. Its mandate was to “foster and promote the study and enjoyment of, and the production of, works in the arts, humanities, and social sciences.” The council began by providing \$1.4 million in assistance to a number of orchestras, theatre and dance companies, and individuals. It paid poets and novelists for readings, established arts

scholarships, funded museums, and financed specific art projects. The council continues to provide both permanent funding to established institutions and grants to smaller, contemporary artists, such as the Solid State Breakdance Collective.

The cultural landscape of Canada soon began to change as cities invested in art galleries, museums, theatres, and music halls. It became a matter of municipal pride to have a thriving orchestra or ballet company or to fund public art. Many Canadians believe that publisher Jack McClelland single-handedly put Canadian literature on the map by publishing Canadian authors. Writer James Houston introduced Canadians to Inuit art. By the end of the 1950s, Canadians were beginning to hear new creative voices: their own.

Figure 12–40 The Solid State Breakdance Collective is a group of eight female break dancers who came together in Montréal in 2000 to share and practise their techniques. The Canada Council has supported this award-winning troupe, which creates performance works and travels across Canada to bring break dancing to new audiences. Is this type of investment worthwhile?



Recall . . . Reflect . . . Respond

1. List at least six organizations or individuals who helped create or promote Canadian identity in the 1950s.
2. Which organizations or individuals do you think were most important in creating Canadian identity as you know it today? Explain your response.
3. Create a cause-and-consequences chart to demonstrate how the individual or organization you chose changed Canadian identity.

What Can a Painting Tell Us?

Artists are creative individuals, but they are also members of the societies in which they live. By examining the subject matter and details of their paintings, we can make inferences about the individual values and concerns of the artist. We can also make inferences about the time period, any group the artist belongs to, and the society at large.

Figure 12–41 *Sudbury* was painted by Alan Coswell Collier in 1951. Collier, who was a miner as well as an artist, chose to show a downtown district of the Ontario mining centre, Sudbury, with the smokestacks of the International Nickel smelter in the distance.

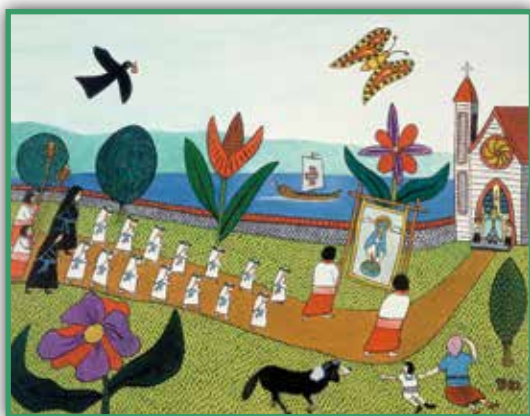


Figure 12–42 *C'est le mois de Marie* (This is the Month of Marie) was painted by Acadian artist Yvon M. Daigle in 1982. He was unhappy with his paintings until he had a dream one night in 1975. The dream inspired him to paint in naïve, or folk, style, which he has done ever since. Instead of painting realistic versions of the real world, naïve artists paint simple scenes using simple styles.



Figure 12–43 *The Enchanted Owl*, by Kenojuak Ashevak, is one of the most famous images to come out of the Cape Dorset print-making studios in Nunavut. Inuit artists rarely depict a landscape. Instead, they represent the creatures and people who inhabit the land.

Explorations

- Evaluate these paintings by providing the following:
 - the name of the artist and any group to which the artist belongs
 - when and where the painting was created
 - details of the painting — describe what you see
 - style of the painting — use of colour, realistic or unrealistic, and so on
- What does each painting tell you about the artist's concerns, values, and interests?
- What does each painting tell you about the society and time period within which the artist painted?

Chapter 12 Review

Knowledge, Understanding, and Thinking

- Choose one postwar economic development (for example, the suburbs, infrastructure, consumerism, social programs) and explain its impact on Canadian society.
 - How did the development affect people's lifestyles?
 - How did it alter people's expectations?
 - What impact, if any, did the development have on social equality?
- Consider the technological developments of the post-war period in the context of women's roles.
 - How did the new inventions free women to pursue activities other than housework?
 - How did the same inventions reinforce a traditional role for women?
- Examine the information in Figure 12–44.
 - In a group of three, identify two aspects that you all agree have changed since 1950.
 - Identify two aspects that you are not sure have changed.
 - Choose one example from each of (a) and (b), and conduct further research to find out how much they have changed since 1950.
 - In a group, compare your findings. Create a chart showing your group's findings, with a third column titled "Canada Today."

Communicating and Applying

- Historical Perspective:** In 1950s Canada, social pressures were very powerful. Women, for example, were expected to embrace the traditional role of homemaker. But many women bristled at society's expectations. Doris Anderson was one of them. In her role as editor of *Chatelaine* magazine, she raised issues that few people talked about in the 1950s. These included sexism, racism, domestic violence, birth control, and child abuse.

Read Anderson's words at the top of the next column and respond to the questions that follow.

I didn't get married until I was 36 — I didn't think marriage was a great deal for women — and I'd been supporting myself for years. I had money in the bank; I'd had a credit card for years. And yet when I got married, my husband had to sign it. And he owed the bank a lot of money! I couldn't get over it. And in parts of the country, a father had to give consent for a child who needed an operation. So here's a child in danger and they have to find the father; the mother can't give consent for the operation. It was ludicrous. In some places in Newfoundland, a woman had to get her husband to sign if she was going to get a library card. Can you imagine?

- From the excerpt, identify three examples of unequal status in 1950s Canada.
 - What does Anderson think about these examples?
 - What phrases or words does Anderson use to express her opinions?
 - Identify a more recent example of inequality between men and women. How might it best be resolved?
- Cause and Consequence:** In a group, create a continuum titled "Change in Postwar Canada." Use the label "Lifestyle Improved" on the far left and "Lifestyle Eroded" on the far right. Skim and scan this chapter to find examples of changes that affected Canadians' lives.
 - Use sticky notes to describe the changes.
 - As a group, decide where to place each sticky note on your continuum. "Television becomes common," for example, might go on the left because people had more entertainment. On the other hand, it might go on the right because children spent less time outdoors. It might go in both places with different explanations for each.
 - When you finish, present your continuum to the class and be prepared to explain the reasons for your placement of each note.

Figure 12–44 Canada in 1950

Aspect	Canada, 1950
Political status	Independent country, with dependence on Britain for constitutional amendments
Population	13 712 000
Younger than 20 years old	Approx. 5 100 000 (37%)
National flag	Red Ensign (and/or Union Jack)
Immigrants (older than 25)	1 392 328 — mostly European
Average Family size	3.7 people
Provinces	10
Religion	Christianity (97%)
Economy	Industrial and agricultural
Top sports	Hockey, football, baseball
Life expectancy	68 years
Automobiles	2 600 269
Telephones	Approx. 2 917 000
Radio stations	120
Television stations	0
Average hourly wage	\$1.20
Juvenile convictions	6418
Murder charges	29
Executions	13
School attendance	86.5%

Source: Canadian Human Rights Commission

6. **Evidence:** The Canadian union movement involved both conflict and co-operation as workers banded together and insisted that management hear their grievances. Was there more conflict or co-operation? Respond to the question
- as a union worker
 - as the president of a company resistant to organized labour

7. **Historical Significance:** World War II affected Canadian society not only during the war but also long after it. The postwar baby boom, for example, dramatically changed the face of the population by making it both larger and younger. A country becomes “younger” when the average age of the population drops.
- Examine the population pyramid in Figure 12–45, which shows the cohorts — the various age groups — of the Canadian population in 2013.
 - Group the cohorts on the graph into five or six larger groups. For example, you could group people aged 65 to 100 as “senior citizens.” Beside each group, note how large it is in comparison with other groups.
 - Make a cause-and-consequence flow chart to show how World War II has helped shape the Canadian population ever since. Mark each influence as direct or indirect.
 - Suggest one way in which the population pattern that resulted from World War II might be directly affecting the types and levels of services required by Canadians today and in the future.

Figure 12–45 Age and Gender Structure of Canada, 2013

