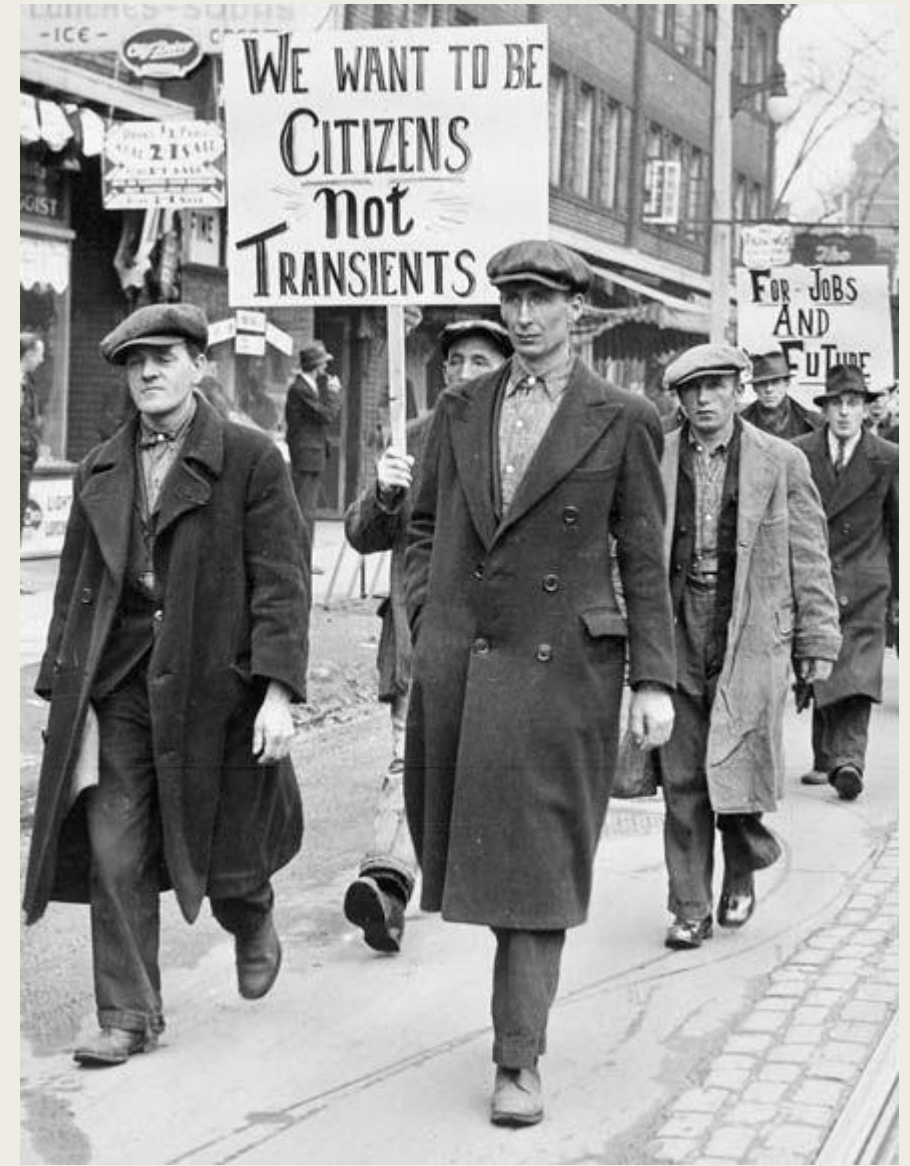




REGIONAL EFFECTS
OF THE GREAT
DEPRESSION



Japanese family in front of their Vancouver store





GRAND GR...
FARMERS S...
RY CO.
STORE

WIENE



NEW
LARGE
POTATOES
6 LB 23
-
APPLES
DELICIOUS
4 LB 25

NEW
POTATOES
6 LB 23



UNION
LEADER
PIPE OR CIGARETTE

PEPSI-COLA 69

7UP
10 LINES
You

QUALITY MEATS



GROCERIES



ORANGES GRAPEFRUIT

1¢

5¢



BEECH-NUT
CHEWING TOBACCO

Chew
Copenhagen
It's a pleasure

Did you say 10¢?
MODEL
SMOKING TOBACCO





The Have Nots

- **Not all Canadians enjoyed prosperity in the 1920s:**
 - *in rural regions some needed to barter to meet their needs while in urban centers*
 - *In urban centers some families struggled even with work (working poor)*
 - *Many minority groups such as African Canadians, Canadians of Asian descent, and Indigenous peoples often benefitted little of the economic growth.*

- **Sadly, conditions often worsened for disadvantaged groups during the Depression as they faced more competition and discrimination when seeking work!**
 - *Many immigrants admitted before the Depression left or were forcibly deported*
 - *In British Columbia, Asians lost the right to vote and were banned from some jobs.*
 - *Jews were also a target of discrimination.*

Decline of Atlantic Canada

- The Maritimes had already entered into severe economic decline in the 1920s and had less distance to fall.
- The iron, steel, coal and machinery industries were in chronic difficulty and, like the fishery, they suffered severely in the Great Depression of the 1930s.
- New manufacturers struggled to make headway, despite federal efforts to bring prosperity back to the region.



Prairies

- The Prairie Provinces and Western Canada were among the hardest-hit.
- The economic problems were made worse on the Prairies by years of drought, as well plagues of grasshoppers and hail storms, which caused huge crop failures.
- The fall of wheat prices drove many farmers to the towns and cities, such as Calgary, Alberta, Regina, Saskatchewan, and Brandon, Manitoba.



Dust Bowl

The prairie dry belt was unwisely opened for homesteading and was struck by successive droughts in the 1920s that contributed to hardships during the Depression (courtesy PAA).





Urban Areas

- The hardest-hit cities were the heavy industry centers of Southern Ontario. They included Hamilton (Canada's largest steel center), Toronto, Tilbury, and Windsor, an automotive manufacturing center linked to its larger neighbour, Detroit. In Ontario, unemployment skyrocketed to roughly 45%
- Although Ontario and Québec experienced heavy unemployment, they were less severely afflicted because of their more diversified industrial economies, which produced goods and services for the protected domestic market.

