



The Roaring 20s

Prosperity following the Post-War period

Economic Growth in the Post-War Period

- Within a few years the economy returned to peacetime production.
 - **Primary industries** still maintained their importance (Ex. Forestry, farming, fishing etc.)
 - **Secondary industries** started to increase productivity (producing refined goods)
- The 1920's were a period of rapid economic growth for central Canada, the prairies and BC.
- However, not all areas and groups in Canada experienced this prosperity!

There are many different types of industry. We can classify industry into four main categories:

Primary



These industries extract raw materials directly from the earth or sea.

Secondary



These industries process and manufacture products from raw materials.

Tertiary



These industries provide a service.

Technological and Social Changes

- The emergence of the automobile, telephone, & radio reduced isolation for many areas.
- How would this change the lives of Canadians?
 - New travel opportunities, major highway construction, new jobs, urbanization
 - Spread of popular culture, entertainment, information.
- Workers had more money to spend on new such as cars, radios, & household electric appliances (stoves, irons, vacuums, toasters, sewing machines)

Canadians in the 1920s

- Economic prosperity & new technological developments brought about enormous change for Canadians
- Manufacturing jobs & work in the service industry (transportation, hospitality, finance, public admin) attracted many people to Canadian cities.
- People experienced wage increases for the first time 'buying on credit' (buy now, pay later) first appeared

**WHY
PAY
CASH?**

This Popular Store affords you an opportunity to make your selection of its immense stock of Wearing Apparel at any time you wish and to take advantage of our liberal Credit System—paying the account by the week or month.

**SPRING & SUMMER
TAILORED SUITS**

The styles shown here are in many instances exclusive—the prices are popular and our alteration department is in charge of an expert.



\$1.00
PER WEEK

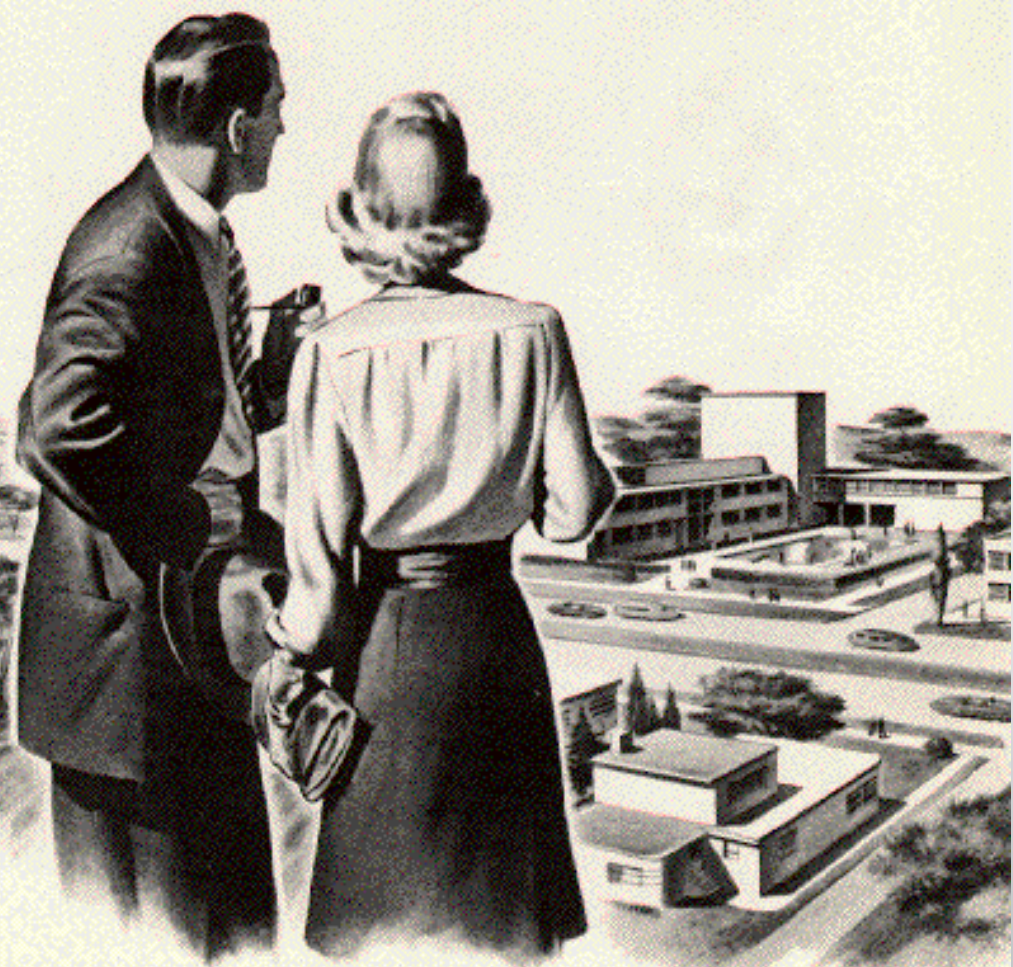
POPULAR PRICED MILLINERY—This is the first season of this new department and Smartly Tailored and Ready Trimmed Hats are being shown exclusively. This splendid line is offered at prices that will save you money.

National Outfitting Co.
SEATTLE'S POPULAR CREDIT STORE
1515 Second Avenue

Mass Consumerism

- With the good times of the 1920s came many new consumer products!
- Mass media becomes mass advertising, encouraging citizens to purchase a large number of goods and services.
 - And even go into debt to pay for it!
- American products and culture also begin to influence Canadian society on a greater level than previously seen.

**“After total war
can come total living”**





* The figures quoted here have been checked and certified by the Surgeon, 2002 2004, after thorough examination and analysis.

20,679* Physicians
say "LUCKIES
 are less irritating"
 "It's toasted"

Your Throat Protection against irritation against cough

Gee, Dad, you always get
 the best of everything
 ...even
Marlboro!



Yes, you need
 never feel
over-smoked
 ...that's the
 Miracle of
 Marlboro!



Before you scold me, Mom ...
 maybe you'd better light up a
Marlboro



Yes, you need
 never feel
over-smoked
 —that's the Miracle
 of Marlboro!



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WASH AWAY FAT AND YEARS OF AGE

With La-Mar Reducing Soap



The new discovery. Results quick and amazing—nothing internal to take. Reduce any part of body desired without affecting other parts. No dieting or exercising. Be as slim as you wish. Acts like magic in reducing double chin, abdomen, ungainly ankles, unbecoming wrists, arms and shoulders, large busts, or any superfluous fat on body.

Sold direct to you by mail, post paid, on a money-back guarantee. Price 2/- a cake or three cakes for 4/-; one to three cakes usually accomplish the purpose. Send

postal or money order to-day. Surprising results. **LA-MAR LABORATORIES, Ltd., 48, Rupert Street (1101.), London. W.1.**



STOP

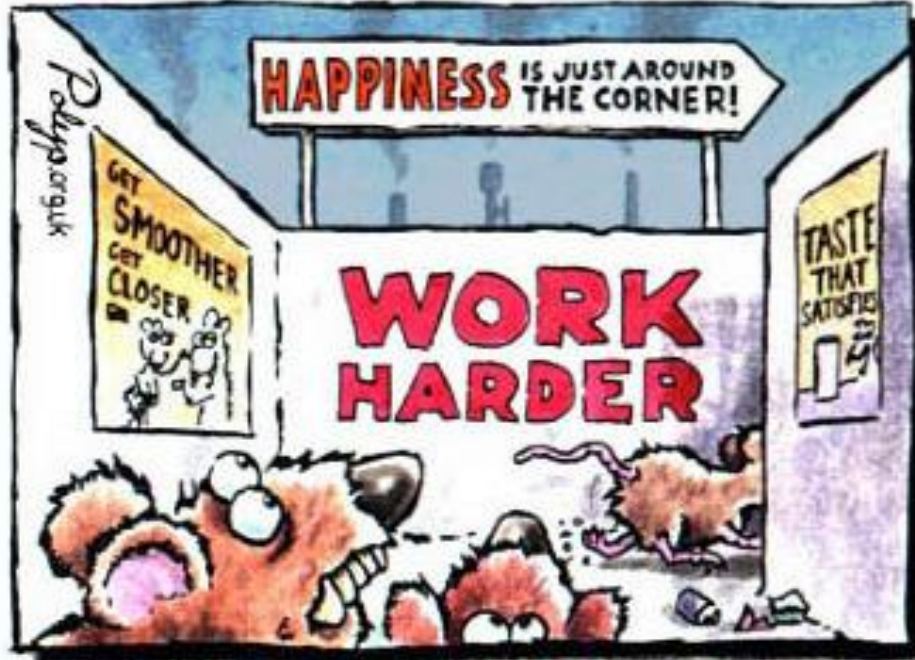
Thumb Sucking!

Thumb sucking can be immediately corrected with the

Baby Alice Thumb Guard

Safe, sanitary, comfortable. Made of Monel Metal wire. Inexpensive. Approved by leading baby specialists. Sold by surgical dealers, department stores and baby shops everywhere.

Guard Mfg. Co. 9 West 74th Street, Cincinnati, Ohio.



'RAT RACE'

Automobile

- Henry Ford creates the mass production of the automobile through the assembly line
- Division of Labor “Model T” made it affordable and helped create a middle class.
- People could live farther away from their place of work, changed how we looked at urban spaces!

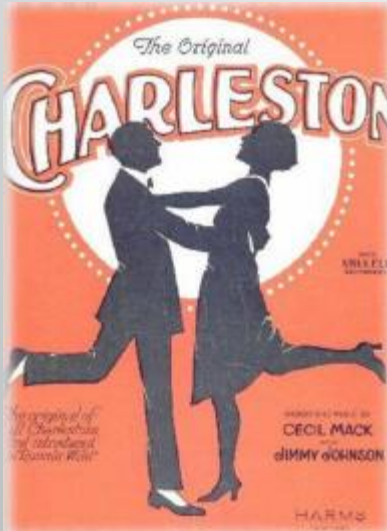




Model T Snowmobile in Labrador!



Radio, music and entertainment



Flappers

- *The "Modern Girl" was a fixture of 1920s Canadian consumer culture.*
 - Young women who dressed outrageously
 - "Bobbed" hair style
 - Hemlines above the knee
 - Penchant for smoking, drinking, dancing, and jazz.
- **Why?**
 - The huge loss of life from the war and the flu epidemic, inspired in young people a feeling that life is short and could end at any moment. Therefore, young women wanted to spend their youth enjoying their life and freedom

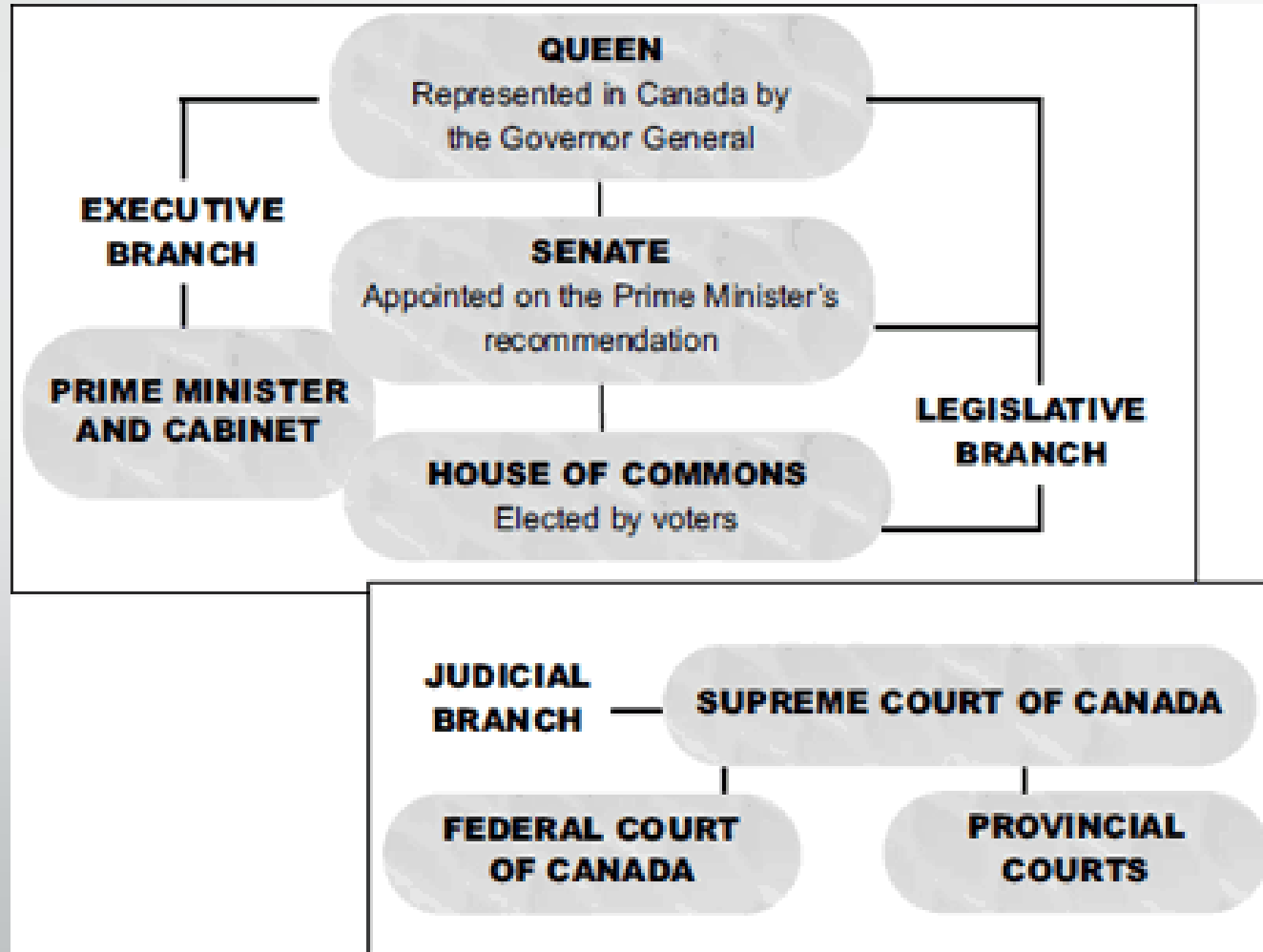




Definitions

- **Member of Parliament:** officials that Canadians elect to represent their interests in government. Draft, debate and vote on legislation. Many laws in Canada first begin as bills in the House of Commons.
- **Senator:** appointed by the Governor General on the advice of the Prime Minister. Senators amends and either rejects or approves bills passed by the House of Commons.

Canada's Political Structure



Changing Political Landscape

- While women could vote provincially & federally in the early 1920s, very few were elected to office.
- Agnes McPhail would become Canada's first female Member of Parliament in 1921!
 - She would remain the only female MP for 14 years
- What political barriers remained for women in the 1920s?





Never apologize. Never explain. Just get the thing done, and let them howl.

(Agnes Macphail)



I want for myself what I want for
other women, absolute equality.

— *Agnes Macphail* —

AZ QUOTES



The Persons Case

- One of the most famous cases in Canadian legal history – the “Persons” Case – was brought together by 5 Alberta women
- Led by **Emily Murphy & Nellie McClung**, they asked the Supreme Court of Canada to declare that women were persons under the meaning of the British North America Act and therefore eligible to be appointed to the Senate
- Refusing to abandon their case, the “Alberta Five” appealed to the **British Privy Council**, then Canada's highest court of appeal. In October 1929, the Privy Council declared that women are indeed persons & therefore **eligible for appointment to the Senate**



Famous 5



Irene Parlby



Louise McKinney



Nellie McClung



**Henrietta Muir
Edwards**



Emily Murphy

First female Senator appointed!

- In 1931, Cairine Wilson was appointed as Canada's first "female person" senator.



Statute of Westminster (1931)

- Passed in 1931, it gave the self-governing Dominions of the British Empire complete control of their laws (Dominions of Canada, Australia, New Zealand, the Irish Free State, South Africa and Newfoundland).
- The British government could no longer directly make law for the Dominions or dictate the foreign and military policy
- Canada had secured her independence as a nation on all front but one – Canada could NOT alter or change its constitution without British approval.