
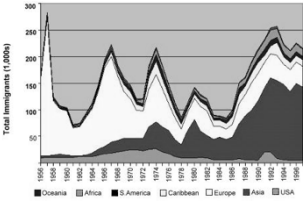



Chapter 7: A Changing Society

Introduction
 Post World War II Canada
 Booming Economy
 Population growth due to immigration
 Suburbia
 Technological improvements



Immigration


Three young Dutch immigrants arrive in Quebec City aboard a ship, 1947.
Most immigrants:

- Some people that came to Canada were refugees or displaced persons
- (Victims of war → no homes/possessions/hope for the future)
- Others wanted opportunities
- 1945-1967 → 2.5 million → settled in cities (urbanization)

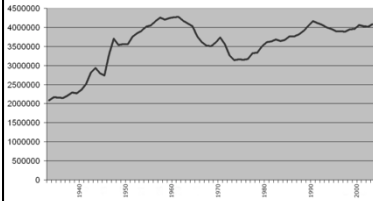
Where did the majority of immigrants come from in the first half of the century?
 Where did the majority of immigrants come from in the second half 1960s, 1970s of the century?

Suburbia

- Population growth=Demand for housing=Housing developments (similar/cheaper housing solutions)
- Values associated with Suburbia:
 - Traditional family:
 - Mom staying at home
 - Father working to bring in money
 - Larger families – increase in birth rate – **BABY BOOM**



BABY BOOM



- Baby boomers (influence culture and economy—think of present-day retirement rates and the influence this will have on Medicare and old-age pensions)
- More schools, institutions, and products created

Age of the Automobile



- 1950s
- Car sales boom
- Fascination with technology, progress, security, and personal freedom

Television and Consumer Society



- Encouraging people to buy more products (consume)

Teen culture



- More freedom due to better economics (part-time jobs)
- Had own style
- Rock n' Roll and new music styles

Canada the Good



- Still quite conservative:
- Sundays: no newspapers, movies, or opening of large stores
- Movies and books were censored
- Limited supply of liquor and women couldn't attend halls
- By 1960s restrictions became more relaxed
- Canadians loved sports: Hockey, Ice Skating, and Swimming

Women's Position

Housekeeping Monthly 13 May 1955



The good wife's guide

Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for the return. This is a way of showing him how that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.

Proper treatment: Take 15 minutes to rest and refresh when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work and is tired.

Be a little gay and a little more interesting for him. His boring day may need a bit and one of your duties is to provide it.

Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

Housekeeping Monthly 13 May 1955

- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the table.
- Over the colder months of the year you should prepare and light a fire for him to comfort by. Your husband will feel he has reached a haven of rest and warmth and it will give you a lift too. After all, clearing for the evening will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash all children's hands and faces (if they are smelly), comb their hair and, if necessary, change their clothes. They must be tidy and neat and be ready for the evening when they get back. Refresh the table. At the time of his arrival, maintain an open and cheerful, clear or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show pleasure in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first - remember, his rights of citizenship are more important than yours.
- Make the evening his. Never complain if he cannot leave late or goes out in company or if you miss a party or entertainment without you. Instead, try to suggest a few more of these and present your very real need to be at home near him.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can recover himself in body and spirit.
- Don't give him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Consider an instant complaint to what he might be going through that day.
- Make him comfortable. Have him have back to a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment immediately. However, do in the matter of the house and do not always complain to him.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

A good wife always knows her place.

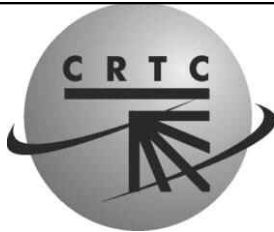
Videos - Writing

- <https://www.youtube.com/watch?v=U9kUnUmr6nA>
- <https://www.youtube.com/watch?v=jRfpxbgobZ4>
- Write a 2- paragraph response comparing the two videos. What is being implied/said about women?

Protecting Canadian Culture




- Sport heroes had positive influence, but American pop culture had large influence.
- American movie stars have big influence
- 1949
 - **Massey Commission:**
 - Investigate Canadian culture → must protect our culture from US
 - **National Film Board** used to produce and distribute Canadian audiovisual works
- 1957
 - Massey commission worried about TV
 - **CBC** (my favourite channel)
 - National radio network in-charge for development of TV



- 1968
- Federal government introduces Canadian Radio-Television and Telecommunications Commission -- > Regulate foreign material broadcasted over the airwaves and impose rules requiring Canadian content.
 - Question: Based on your observations, do you think that US cultural values are still instilled in Canada today? Why or why not?
 - Assignment

Canada's Flag 1965


- Lester B. Pearson
- Debate over symbols used
- Caused rift between French and English Canadians
- pp. 193-194



http://archives.cbc.ca/IDD-1-73-80/politics_economy/canada_flag/

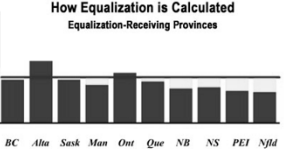

Post-War Prosperity

- Generous tax breaks and initiatives given to companies.
- Government Corporations auctioned off.
- Causes a boom in the economy
- What about social programs=UI, family allowances=protection from poverty
- Which level of government would provide these?



Social Changes


How Equalization is Calculated
Equalization-Receiving Provinces





- Federal-Provincial relationships
- Canadians wanted social support, but whom would they get it from?
- Federal or provincial government?
- Solution:
- Provinces will transfer taxation power to Canadian government?
- Provinces would receive government grants to provide social services such as healthcare and education.
- System of equalization or transfer payments would allow government to give money to the poorer provinces from taxes collected in richer provinces.

Rich Resources and New Industries

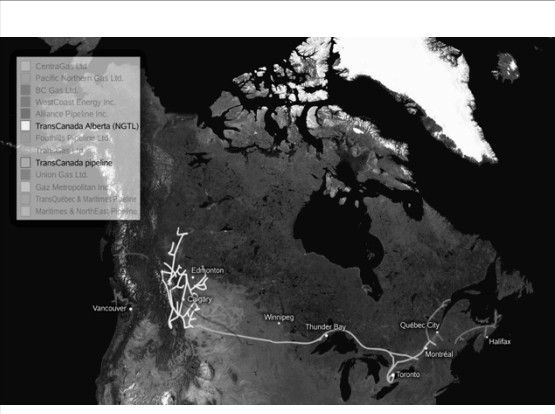
- Natural resources and minerals
- What was the most important development in Alberta?
- Discovery of oil in Leduc, Alberta
- Boom Towns
- Industry dominated by Ontario
- Environmental Impact?





Megaprojects:
Using Counterpoints, research:

- TRANS-CANADA HIGHWAY (St. John's to Victoria)
- ST. LAWRENCE SEAWAY (Great Lakes – Atlantic Ocean)
- TRANS-CANADA PIPELINE (Natural Gas-Alberta to industrial heartland)
- Which PM was responsible for these projects?



American Investment = A Continuing Issue

- Needed investment in Natural resources=US had the capital
- by 1967=88% of oil industry is foreign owned
- Branch plants=more than half of manufacturing owned by US
- Losing control of Economy?



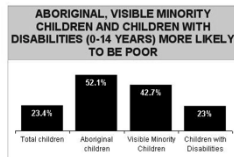
Canadian Owners and Workers

- Canadian Companies:
- BC-H.R. MacMillan
 - New Brunswick-K.C. Irving
 - Ontario-E.P. Taylor and Bronfman family
 - 1946-1948-Unions Grow=ask for five-day, forty-hour work week, paid vacations
 - Non-industrial unions also rise = teachers, nurses etc



Limits of Prosperity




- Immigrants get worst jobs
 - Women are discriminated and paid less than men for the same work
- Canada's First Nations fared worst:
- Mercury poisoning from a pulp and paper mill contaminated the fish caught and eaten at a reserve in Ontario
 - Highways, pipelines and boom towns disrupted hunting grounds



Post-War Politics

The Nation Expands

J.R. Smallwood brings Newfoundland into Confederation in March 31st, 1949

Newfoundland entered the Canadian Confederation at the end of 1949. It was the last major British Colony on the North American continent. To commemorate this historic event, a special reverse appeared on the 1949 Canadian Silver dollar, created by Thomas Simgles. Depicted on the coin is the *Mayflower*, the ship used by John Cabot to "discover" Newfoundland. Below the ship is the phrase 'May the new found land flourish' in Latin, *Florat Terra Nova*.

Changing face of Politics

1948-1957

- St. Laurent-"Uncle Louis"-slide 15 for accomplishments and brought Newfoundland into confederation

1957- 1963

- John Diefenbaker ("Dief")
- Westerner

Un-hyphenated Canadianism (angered French Canadians)

Human Rights




- First PM to allow woman into his Cabinet
- Appointed an Aboriginal Senator
- Bill of Rights
- Gave Canada's status Indians living on reserves



1963- 1968

- Lester Pearson
- Remember Mackenzie King wanted the support of those attracted to the CCF- introduced UII and family allowance, or "baby bonus" (1944)

In 1966 Pearson

- Canadian Pension Plan (CPP)
- Canadian Assistance Plan (CAP) and Medicare (next slide)

TOMMY DOUGLAS
The Greatest of Them All

- Saskatchewan Premier T.C. "Tommy Douglas" introduced a complete medicare program that allowed people in province to seek medical treatment without paying
- Leader of which political Party?**
- Prime Minister Pearson introduced universal (all of Canada) Medicare (Medical Care Act)
- Federal and provincial governments would now share the cost of medical care by doctors and hospitals from taxes.
- Funding will come from taxes
- Controversial social program -- > expensive but valued

- 1967: Canada turns 100
- Celebration
- Canada's next PM? http://archives.cbc.ca/IDC-1-73-90-419/politics_economy/medicare/djnl

Welfare Expenditures

| | |
|-------------------------------|-------|
| Children's Financial Benefits | 5.3% |
| QAG/SISPA | 21.3% |
| Worker's Compensation | 4.6% |
| Unemployment Insurance | 14.6% |
| Registered Indians | 9.3% |
| CPP/QPP | 20.6% |
| Federal Employment Programs | 1.5% |
| Cost-shared Programs | 16.5% |
| Veterans | 1.2% |
| Other Welfare Programs | 11.2% |

Social Security Expenditures and Welfare Expenditures Canada, 2002-2003

| | | |
|-----------|-------|----------------|
| Health | 21.6% | \$17.3 billion |
| Education | 22.6% | \$18.3 billion |
| Welfare | 49.1% | \$27.3 billion |

Social Security Expenditures

| | |
|---------------------------------|-------|
| Children's Financial Benefits | 7.1% |
| CPP/QPP | 22.3% |
| Registered Indians | 7.1% |
| Unemployment Insurance | 17.3% |
| Veterans | 1.2% |
| QAG/SISPA | 22.3% |
| Federal Training and Employment | 0.7% |
| OSI | 2.7% |
| Worker's Compensation | 3.1% |
| Other Welfare Programs | 14.7% |

- Define social welfare.
- Why did Canadians support the introduction of medicare and other social welfare programs?
- To have a social conscience is to care for all people in society and try to improve their lives. How did Diefenbaker, Pearson, and Douglas demonstrate social conscience?

The Trudeau Era

- 1967: PM Trudeau replaces Pearson
- What did he want for Canada?
- Just Society**
- Protect the rights and freedoms of Canadians.
- Which document does he introduce in 1982 in order to do this?
- Which document was a precedent to the important document? Think Diefenbaker!
- Promote the social and economic well being of people
- Individual freedoms—Government should not interfere with personal liberties...Remember the War Measures act? We'll see what Trudeau does next chapter.

YOUTHQUAKE

1960s

- The Student movement:
- YOUTHQUAKE**
- Baby boomers have grown up.
- Influence pop culture and are influenced by it.

Goals:

- Against:
- Mainstream society
- Consumerism
- War in Vietnam
- Racism

Supported change for:


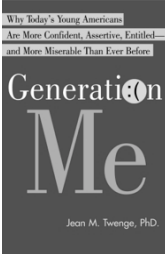
- Women, Environment, and Aboriginals

1972:

- Federal voting age changed to 18.

1980s

- YOUTHQUAKE → Grown up (look after family!)
- "ME GENERATION"
- BABY BOOMERS want:
- Self-satisfaction
- Wealth



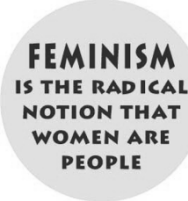
Women's Movement

1960s

- Feminism
- Equality in political, social, and economic fields

1967 Royal Commission on the status of women

- right to choose to work outside the home
- provide day cares
- maternity leaves
- stop discrimination in society

Holes in the Social Fabric

- Use of the notwithstanding clause to deny Charter rights
- Downward pressure on wages and benefits from flexi jobs, part-time work
- Inadequate child care
- No parental leave, except in Quebec
- No reproductive rights or services
- LOWER TAXES
- Militarization (jobs in the defence industry or unemployment)
- Going to work

1971: National Action on the Status of Women (NAC) 1971

1982: Guarantee equality under Canadian Charter of Rights and Freedoms 1982

1980s:

- positions as engineers, doctors, politicians, and company presidents



What do you want for your daughters after June 28?

- Environmental movement
- Terrible damage being done to the Earth's air, water and land
- Federal Government:
- Companies to prove that their projects and plants would not hurt their immediate environment
- Recycling in homes and in industry
- Automobile industries pressured to make car efficient vehicles and produce less pollution.

Ex.:

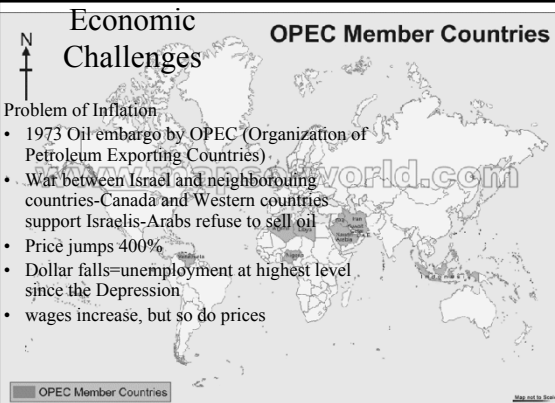
- GREENPEACE
- 1970 started in BC
- Concerned about nuclear bomb off the coast of Alaska --> took small boat into the test area to protest and test was cancelled.

Based in Amsterdam

Economic Challenges

OPEC Member Countries





Problem of Inflation

- 1973 Oil embargo by OPEC (Organization of Petroleum Exporting Countries)
- War between Israel and neighboring countries-Canada and Western countries support Israelis-Arabs refuse to sell oil
- Price jumps 400%
- Dollar falls=unemployment at highest level since the Depression
- wages increase, but so do prices

OPEC Member Countries

Regionalism

- Regional Disparity
- Natural Resource industries hardest hit
- Atlantic cod industry and BC fishing industries hardest hit
- Resentment towards Ontario
- Western Alienation
- Oil crisis was a perfect example
- Federal government freezes prices and taxes petroleum exported from western Canada
- Money used to subsidize the cost of imported oil in the East (quote on p. 183)

Regionalism cont`d

- Trudeau increased transfer payments for provinces from federal government to be used in social services
- National Energy Program (NEP): reduce consumption of oil, protect Canadians against rising oil prices, and to make Canada self-sufficient in oil
- Exploration in arctic and Newfoundland
- Consumers: switch from oil to gas
- Alberta is upset
- 1984 NEP dismantled, but West is bitter



Debt Crisis

- By 1984, Trudeau has left behind a \$160 billion debt
- Mulroney trimmed social programs to lower debt, but also lowered taxes and **Free Trade** with America
- Cancelled the NEP
- Introduced the GST
- His idea was not to take care of people, so they would work.
- Recession in 1990s
- Debt increases
- Jean Chrétien in 1993 = \$466 billion debt
- Injected more money on public works to create jobs
- Interest rates shoot up!
- Start cutting social spending (Martin – finance minister)=education, health-care, welfare



Videos

- <https://www.youtube.com/watch?v=Jqe4W08124M>
- <https://www.youtube.com/watch?v=9Q1gksqghLU>
- <https://www.youtube.com/watch?v=yKY2O4KFmMU>
