

CANADIANA SCRAPBOOK

**THE  
CONFIDENT YEARS:  
CANADA IN THE 1920s**

Robert J. Bondy / William C. Mattys





# THE CONFIDENT YEARS: CANADA IN THE 1920s

ROBERT J. BONDY

*Sir Frederick Banting Secondary School*

WILLIAM C. MATTYS

*Sir Frederick Banting Secondary School*

PRENTICE-HALL OF CANADA, LTD., SCARBOROUGH, ONTARIO

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## Contents

A Growing Material Abundance	2
Getting People to Buy	4
Talk of the Twenties	6
Headliners . . . Personalities of the Twenties	8
Preserving the Careful Ways	10
The Family	12
Every Woman Should Lead a Double Life	14
A Child Growing Up . . . School Days	16
A New Look for Canadians	18
The Worker	20
After Work: Entertainment and Culture	22
A Sporting Nation	24
Prohibition . . . A State of Confusion	26
Bootleggers	28
Places to Live	30
Transportation: A Time of Choice	32
The Automobile: Introducing a World of Variety	34
Concern for Others	36
Canada, My Land of Opportunity	38
Foreign Influences	40
The Conquest of the North	42
Canada Becomes a Nation	44
The Door to the Future	46
Acknowledgements, Bibliography, Credits, and Time Line	48

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# A GROWING MATERIAL ABUNDANCE



"With another 350 000 families installing electricity for the first time in the 1920s, seven of every ten homes in Canada had electric power by 1930."

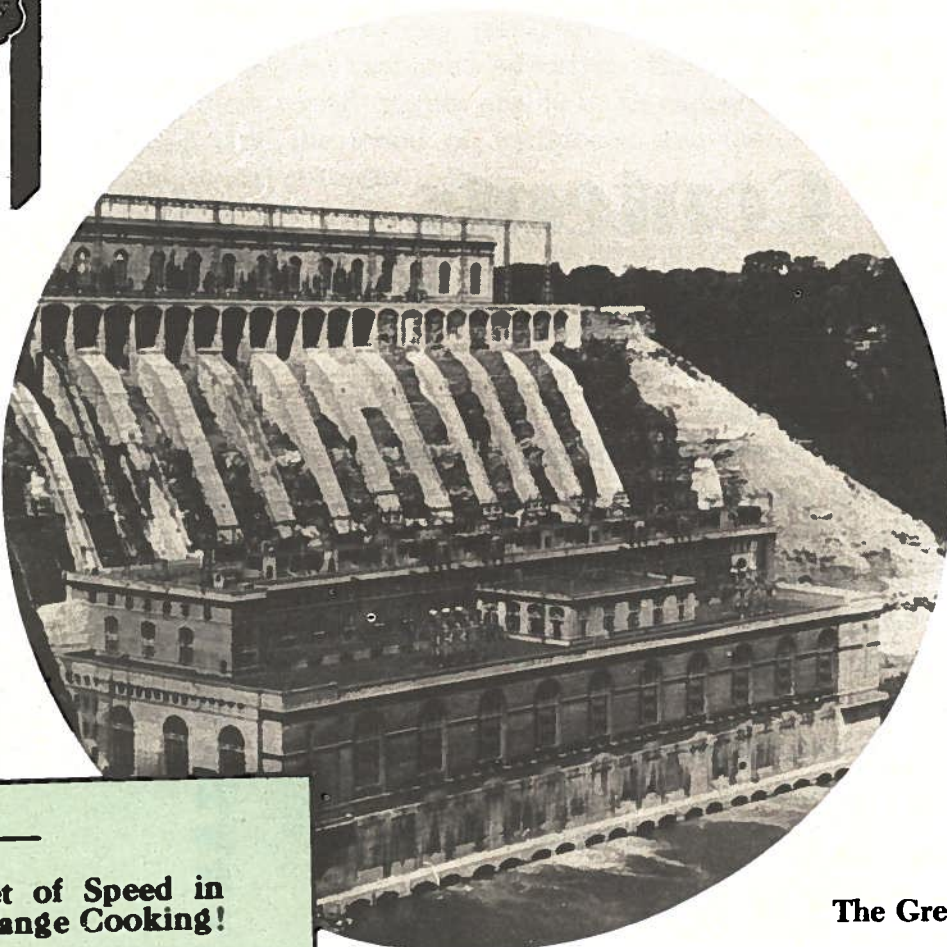
A. B. Hodgetts, *Decisive Decades*, p. 312

**Upright Electric Toaster**

01-547 This Upright Table Toaster is heavily nickel-plated with heavy cast base; has a guaranteed element that will toast the bread evenly; complete with attachment cord and plug. Price..... **3.75**

Electrical Gifts, 1929	
Dishwasher	\$145.00
Egg Cooker	3.00
Hair Dryer	11.50
Ironing Machine	135.50
Refrigerator	150.00
Table Lamp	2.50
Electric Range	160.00

Ontario Hydro, 1929



Queenston hydro-electric power house

**W**HAT difference does it make? Light is the least expensive of all modern comforts. It costs less now than it did before the war.

A 75 Watt Edison Mazda Lamp averages less than half a cent an hour for current. If you read your daily newspaper from end to end under the proper light, the paper will have cost you more than the light you read it by.

The price of a cigar given to a guest will more than cover the cost of illuminating your house all evening. In comparison with any other service to the same end, light is an infinitesimal item in the cost of comfort and convenience.

Now you is an Edison Mazda Lamp Agent. There you can obtain real information about good lighting.

**EDISON MAZDA LAMPS**  
A Canadian General Electric Product

Maclean's Magazine, Oct. 15, 1925

## Found—

### The Secret of Speed in Electric Range Cooking!

A quart of water raised to boiling point in eight minutes on an electric range! And everything cold—range and water—at the start!



Doesn't a fast worker like that appeal to you? That's the Beach Electric Range.

It gets its speed from the scientific arrangement of the coils in the element. In most ranges every coil comes in contact with the porcelain plate. In the Beach only one coil in eleven touches.

There is no waste of heat—it is all concentrated directly on your cooking utensils.

You'll appreciate all the other unusual features of this fine range if you ask the nearest Beach dealer to show it to you, or write direct for booklet.

One Call to Beach Foundry Limited!  
Booklet, electric light, lamp, and how to use them.

BEACH FOUNDRY LIMITED  
Ottawa, Canada

**Beach Electric Ranges**



**Quickest Heat at Less Cost**

2

Maclean's Magazine, Oct. 15, 1925

## The Greater Canada of Tomorrow

"Every day is bringing some marvellous new application of electricity into the making of which have gone years of research and experiments. . . . The prospects for the application of our water power are boundless. After Norway, Canada has the greatest per capita water power development, yet only 8½% of Canada's power resources are now used. It is one of the mighty factors in building up the greater Canada of tomorrow—the Canada of industrial achievement and enterprise."

Northern Electric, 1926

### Alternatives to Electric Appliances

Windmill	\$60.
Wood or coal cook-stove	40-70.
3 Burner oil stove	28.
4 Burner gas range	38.
Hand washing machine	19.







# GETTING PEOPLE

## Perhaps You Need A Bicycle--But Don't Know It



If you are a workingman you need a bicycle. It will save you long waits and tiresome rides in jammed street cars.

If you are a carpenter you can carry your kit from job to job and save valuable time. A collector can collect a very much larger amount of money.

With a bicycle you can make double, often triple, the number of business calls in a day. You can call on out-of-the-way prospects of the car lines.

Hundreds of teachers and thousands of pupils ride bicycles to school.

The bicycle solves the emergency delivery problem of the grocer, butcher, druggist and other merchants. It is the cheapest form of quick transportation.

Bicycling saves time. Saves car fare. Saves expensive shoe leather. Saves money.

Do you need a bicycle? If you do, you'll want one that can depend on.

C. C. M. Bicycles are fast, easy-running and long service built to stay out of the repair shop.

And the new Hercules P. Brake—the Coaster Brake—side arm—is included in the charge.

### C.C.M. Bicycles

PERFECT—MASSEY—RED BIRD  
CLEVELAND—COLUMBIA

90% Made in Canada —  
100% Value

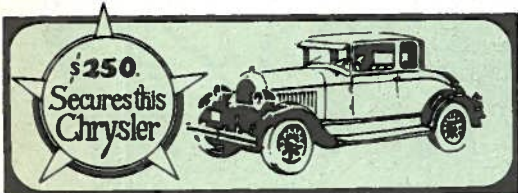
Canada Cycle & Motor Co., Limited  
WESTON, ONTARIO

Montreal, Toronto, Winnipeg, Vancouver



This trade mark is on the frame of every C.C.M. Bicycle

Maclean's Magazine, June 1, 1920



## The Most Amazing Offer \$250 Secures This Dodge

### Easy Terms

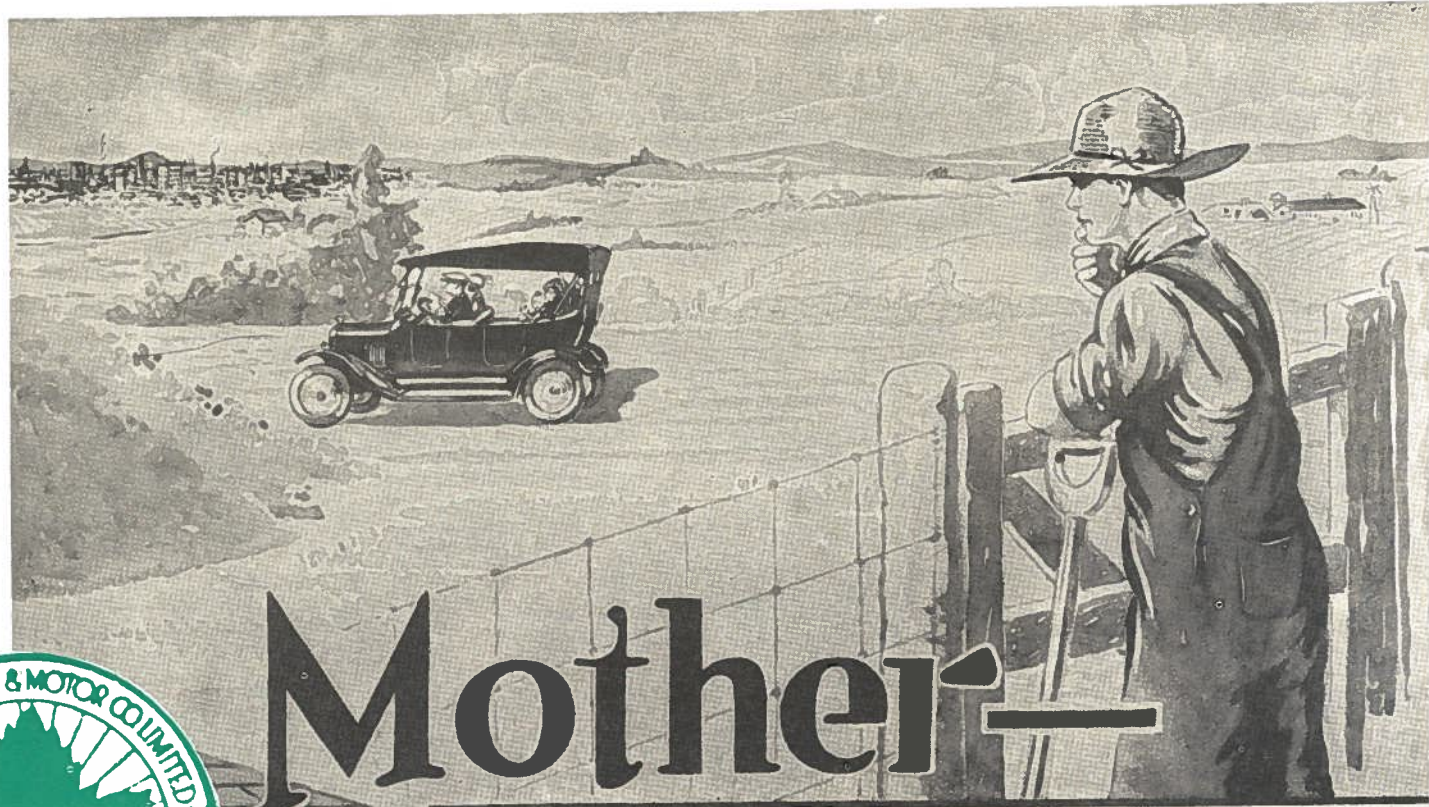
Labouring men, clerks, bookkeepers, bankers, business women—a chance for everyone. Make a small cash deposit as down payment and then divide the remainder into ten or less monthly instalments according to your convenience.

### Pay As You Ride

The first payment means you drive the car away, and enjoy the use of it while paying.

### We'll Take Your Old Car

Trade it in before it runs up repair bills for you. Get a high-grade car that will give real satisfaction. The chance to find a car in this gigantic stock at your price will never come again.



# Mother—

**N**OBODY realizes better than Mother the tendency of the present day family to drift apart.

In rural communities the boy irks for a glimpse of town now and then—so does the girl. Sometimes the longing becomes so great they leave permanently. How many tragedies has that meant for Mother?

How much would it have meant for the rural life of Canada—how much to the agricultural production of Canada and its farm wealth if the majority of the farm boys who have gone to town had stayed on the farm? If the FORD Car had been available then as now at its present low price, and town had been brought so close that it could be visited regularly—perhaps they would have stayed.

It is stated that from the Maritime Provinces of Canada alone, as many people have gone to the United States as the present population of those Provinces.

In cities and towns also there are dangers to boys and girls that healthful recreation will guard against. The constant thought of the Mother is to keep a watchful eye on the growing boy or girl—to guard them from questionable amusements and places of amusement. Did you ever think of a FORD Car to keep their minds in healthy channels?

And then for yourself—the FORD Car is a family servant—afterwards a means of recreation—to go more places—see more people—and refresh yourself.

The price of the touring car is

**\$445**

Freight and Government Taxes extra.

And it can be bought on a monthly payment plan. 2317



# Ford

FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO.

Everywoman's World, March, 1923



# TO BUY



Keeping the pores open and  
CLEANSED with Lifebuoy  
means a healthy skin.



## Influenza . The Unseen Passenger in Your Car



**M**ANY a long winter illness starts from a seemingly harmless motor drive. Drafts swish through the car. Your body becomes cold and shivery. Result: Influenza—or worse!

Guard against winter driving ills. Guard against them by wearing Penmans 95—Canada's famous health underwear. Penmans 95 gives maximum winter protection—yet is never too hot for indoor wear. It is springy and resilient—absorbs perspiration—the most durable and sanitary quality underwear you can buy.

Made in all the most popular styles and lengths for men, women and children.



### PENMANS 95

Is a fine light-weight garment famous both for its remarkable wearing qualities and health protection. Made of fine selected yarns that increase softness, minimize shrinkage and insure exceptional durability.

Write for free set of Penmans exercises—an invaluable aid to health and robust physical development.

## Penman HEALTH UNDERWEAR

Halifax Herald, Oct. 24, 1929

## The Tonic Bath

It is decidedly a gain to find a soap that makes the bath a refreshing delight. It is decidedly a boon to find in that soap a health bringer as well. That is the double benefit you gain with

### LIFEBUOY HEALTH SOAP

To a soap base of the utmost purity we add a gentle disinfectant agent that makes the skin "glow with health". The healing, copious lather of Lifebuoy thoroughly cleanses the pores and leaves them disinfected and sweet.



The mild Lifebuoy odour quickly vanishes after use. All grocers sell Lifebuoy.

LEVER BROTHERS LIMITED  
TORONTO 17

Maclean's Magazine, June 1, 1920

## Are we really happy?

Here is a gripping story of a woman who thought the world owed her happiness, and when it seemed to be within her grasp but you must read—**"THE GIRL WHO WANTED HAPPINESS"** in the **SEPTEMBER TRUE STORY MAGAZINE!**

The purpose of TRUE STORY MAGAZINE is not to preach, yet, in the sense that this great magazine reveals the truth about life, every one of its stories is a powerful sermon. Just as the Minister, through his broad sympathy and deep understanding, seeks to guide his people into the ways of righteous living and happiness, so do the true life chronicles of TRUE STORY MAGAZINE send out their messages of hope, inspiration and encouragement to the millions of readers who make up its vast audience.



Manitoba Free Press, Aug. 5, 1927



[FREE—Send for Two  
Trial Packages]

### He's young to be holding a job like that!

**SALES MANAGER** at the  
Bert Johnson is young for  
a position. But from the  
began his business career  
moved quickly.

Good health has always been  
—good health promoted by  
—giving him the proper nourishment  
for a keen mind and an energetic  
hard-working body. Right food  
mean a great deal to you, too. Partic-  
ularly Grape-Nuts. It supplies  
delightfully appetizing food  
essential elements of nutrition.



Nourishment Like This  
Puts You Ahead!

## Grape-Nuts

for Delicious Nourishment

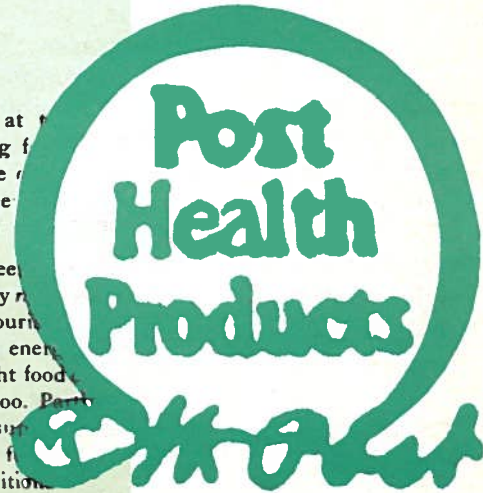
Manitoba Free Press, Aug. 9, 1927



Never Mind!  
Smoke a REX

2 "Poker Hands" in the new 25's package

Manitoba Free Press, Aug. 25, 1927







"Not more than 5 or 6 years ago if an airplane succeeded in landing at your town without cracking up in somebody's pasture, everyone turned out to see the strange contraption.

"A few of the really bold folk would go up [in the plane], provided they were willing to spend the necessary \$5-\$10. Those were the good old days for barnstorming and let us say that we owe a great deal to the barnstormers, most of them for introducing flying to countless thousands of people under conditions calling for utmost resourcefulness and good piloting.

*Canadian Aviation Magazine, 1933*

# TALK OF THE TWENTIES

## SLANG OF THE ERA

- |                |                                   |
|----------------|-----------------------------------|
| cat's meow     | - very sharp                      |
| berries        | - the best                        |
| swell          | - marvellous                      |
| big cheese     | - big shot, a prominent person    |
| all wet        | - out to lunch                    |
| bee's knees    | - wonderful person                |
| scram          | - leave in a hurry                |
| flat tire      | - dull personality                |
| giggle water   | - booze                           |
| gin mill       | - illegal still                   |
| blind pig      | - illegal drinking spot           |
| speakeasy      | - illegal drinking spot           |
| gatecrashers   | - police raid on speakeasy        |
| hi Jack!       | - thief's greeting to a rumrunner |
| hooch          | - booze                           |
| splifficated,  | - drunk                           |
| ossified       |                                   |
| dogs           | - shoes                           |
| lamps          | - eyes                            |
| cheaters       | - eyeglasses                      |
| raz-ma-taz     | - restless vigour                 |
| struggle buggy | - a car for courting              |
| upchuck        | - to throw up                     |
| applesauce     | - nonsense                        |
| baloney        | - nonsense                        |
| bunk           | - nonsense                        |
| banana oil     | - nonsense                        |
| horse feathers | - nonsense                        |
| heebie jeebies | - the jitters                     |
| hep            | - wise, "with it"                 |
| keen           | - attractive                      |
| kidda          | - a friendly form of address      |
| ritzy, swanky  | - elegant                         |
| the real McCoy | - genuine article                 |
| smeller        | - nose                            |
| spiffy         | - fashionable                     |



Hijinks and practical jokes frequently provided much humour among friends during the 1920s.

## JOKES

### Tin Lizzie Joke

A farmer tears the tin roof off his barn and mails it to Ford. A week later the company writes:

"Your Model T is the worst wreck we've ever seen; it will take us two weeks to fix it."

*R. Collins, A Great Way To Go, p. 49*

### SPEAKER (AT A PROHIBITION MEETING)

"A friend of mine purchased a barrel of liquor and drank himself to death before it was a quarter gone. Are there any comments on this sad incident?"

Silence, then from the back of the house—"Where's the rest of it?"

As Mrs. ——— tossed to and fro in her bed one night, the clock struck three, and a voice of a little child came plaintively from a crib:

"Mama!" it said.

"Yes, love?"

"Mama, I can't sleep, won't you please tell me a fairy story?"

"Wait, my love," said Mrs. ———, "your father will soon be home and he will tell us both one."

## NUBS OF NEWS

### Gas Tax

Alberta—1922—\$.02 per gal  
Manitoba—1923—\$.01 per gal  
Ontario—1925—\$.03 per gal

Driver's License  
Ontario—1927, Operators  
P.E.I.—None required

### Total number of automobiles in 3 leading nations in 1925:

U.S.A. .... 3 735 171  
Britain ..... 1 510 000  
Canada ..... 652 121

### Number of persons per automobile in 3 leading nations in 1925:

Canada ..... 14  
Britain ..... 24  
U.S.A. .... 31



# WIT, WISDOM, AND WHIMSY

"For the man who still walks, there is one joy left in life. He doesn't have to jump every time a boost in the price of gasoline is announced." *Saskatoon Star, 1920*

"People would be a lot better off if they cared as much about heaven's opinion as the neighbours'."

*Calgary Morning Albertan, 1920*

"Jazz is reported to be dying. There's no other way to account for the strange noise it makes."

*Saskatoon Phoenix, 1920*

"At any rate, the use of cigarettes will never become common among the women who darn stockings."

*Kingston British Whig, 1920.*

"The men who bring up large families these days deserve credit, and many of them could not get along without it." *Vancouver Province, 1920.*

"Police are still hunting bootleggers. Most everybody else seems to have found theirs." *Elmira Signet, 1925.*

"Especially dangerous are the rum-running motorists who run with the rum inside of them."

*Toronto Globe, 1920.*

"What with the low-neck gowns, short skirts, cobweb stockings and half hose, doctors will have to vaccinate on the ear." *Cobalt Nugget, 1920.*

"Lack of wind forced postponement of the Fisher Cup Yacht Race at Toronto yesterday. They will never have to call off an election for this reason."

*Hamilton Spectator, 1925.*

"There is a telephone to every eight persons in Canada and judging from reports of 'Lines Busy' the other seven are on the wire every time you want to use yours."

*Hespeller Herald, 1920. Maclean's Magazine, 1920-1925*

## Radio Listening

This farm housewife in southern Alberta may be a bit inconvenienced by her radio headphones if she has to move to hang up clothes. Most listeners of the wireless or radio "miracle" didn't take it quite so casually. Especially in the early 1920s, radio fans called "twiddlers" would, for long hours every evening, adjust and re-adjust a crystal set and a "cat's whisker" to pull in distant radio signals. By the mid 1920s, battery-powered radios such as the one shown were common across

Canada. By Christmas 1928, the public could buy a plug-in, electric current, and multi-tube Rogers-Majestic, General Electric, Philco, and Atwater-Kent radios connected to a loudspeaker. By the end of the decade, such new radios in their handsome wooden stand-up cabinets were a normal part of Canada's living rooms and no longer amazed people.



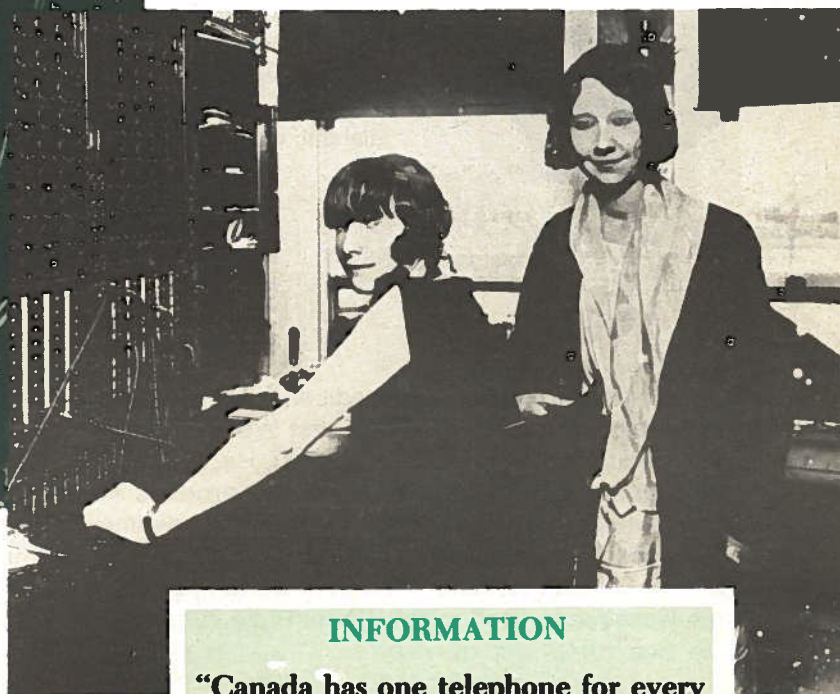
*A woman washes while listening to the radio, Calgary area, 1922.*

## Radio Coverage

"While the new-fangled radio received a great deal of attention and sales, not many Canadians could receive Canadian radio signals. Canada's total radio-station power output was 50 kilowatts, compared to 6 800 kilowatts for American stations. With more than one third of Canada's radio signal power centred in Toronto and Montreal, great isolated areas were served only or mainly by the high-powered radio stations from the United States.

*E. A. Weir, The Struggle for National Broadcasting in Canada, p. 83*

*The telephone operator was a social institution in most communities. To place a telephone call, the caller spoke directly with the operator. In many communities, people called the operator by name, and she knew much of the news in the surrounding area.*



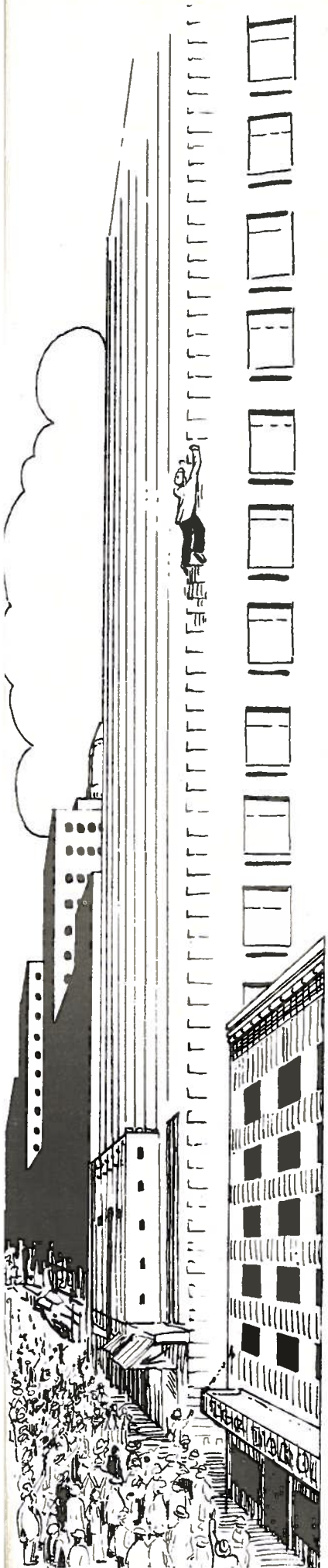
## INFORMATION

"Canada has one telephone for every eleven people. This percentage is surpassed by only one other country."

*Northern Electric, 1925*

## HUMAN FLIES

As buildings such as Montreal's Sun Life Building, and Toronto's Royal York reached heights of 25 storeys or more, daredevils began to thrill spectators by climbing up the skyscrapers.







**AGNES MACPHAIL**

Agnes Macphail was born in 1890 in Grey County, Ontario. She took a keen interest in politics, and was an organizer for the United Farmers of Ontario. Macphail ran for office in 1921 and, at age 31, became the first female member of the House of Commons. She was interested in helping the sick, the handicapped, and prisoners. In a long political career, Agnes Macphail fought for women's rights and pioneered much social welfare legislation.

Dateline: Ottawa, House of Commons, 1925

"I believe it is the desire, Mr. Speaker, of everyone in this House that the home should be preserved. I believe the preservation of the home as an institution in the future lies almost entirely in the hands of the men. If they are willing to give to women economic freedom within that home, if they are willing to live by the standard that they wish the women to live by, the home will be preserved. If the preservation of the home means the enslavement of women, economically or morally, then we had better break it... So, when we have a single standard for men and women, both morally and economically, we shall have a home that is well worth preserving."

Agnes Macphail, Feb. 26, 1925



**FREDERICK BANTING**

Dateline: Toronto, 1923

**Cure for Diabetes Proven Successful**

A team of physicians led by Dr. F. C. Banting has confirmed that Banting's discovery of insulin is effective in the cure and treatment of diabetes. The testing showed that the insulin treatment can restore body weight to the diabetic and control diabetic coma.

Frederick Banting received his medical training at the University of Toronto. After serving in the First World War, he opened a private practice in London, Ontario. He later joined the research department at the University of Toronto's Faculty of Medicine, where he conducted extensive experiments and finally succeeded in isolating insulin. He was aided in his research by Charles H. Best. Frederick Banting's long years of research were recognized with a Nobel Prize in 1923.



**STEPHEN LEACOCK**

Stephen Leacock was born in Hampshire, England. His family came to Canada in the nineteenth century and settled on a farm near Lake Simcoe in Ontario. He was educated at Upper Canada College and the University of Toronto, graduating in 1899. He went on to complete graduate studies in economics and politics at the University of Chicago. Leacock became a staff member at McGill University and eventually Head of the Department of Political Science and Economics. At McGill, he wrote and published a number of scholarly papers in political science. However, it was not for his research studies in political science that he became famous, but his ability to make Canadians laugh. In his lifetime, Stephen Leacock became Canada's leading humourist. His reputation was world-wide and his books were published in many countries.

Stephen Leacock was a prodigious writer—*Literary Lapses* (1910), *Nonsense Novels* (1911), *Arcadian Adventures with the Idle Rich* (1914), *College Days* (1923), *Winnowed Wisdom* (1926), *Laugh with Leacock* (1930), were translated into many languages. His *Sunshine Sketches of a Little Town* (1912), with such memorable characters as Dean Drone and Mr. Pupkin, became popular reading during the twenties. Leacock was also a wonderful storyteller and he was in demand for lectures and readings from his works. Some of this writing was done in Leacock's summer home in Orillia and the community has purchased this home to be used as a museum.



# HEADLINERS:

## PERSONALITIES OF THE 1920s



**LIONEL  
CONACHER**

Dateline: Toronto, 1921

### ARGOS WIN GREY CUP

The Toronto Argos defeat the Edmonton Eskimos 23-0 in the Grey Cup. An individual record was set when Lionel Conacher scored 15 points. Conacher was a one-man team as he displayed his running and kicking skill.

Lionel "Big Train" Conacher is Canada's all-around athlete of the half-century. He grew up in Toronto during the 1920s, where, at an early age, he participated in many sports. He was a boxer and a wrestler, and won championship titles in both fields. Conacher played baseball for the Toronto Maple Leafs and lacrosse for the Toronto Maitlands. As a hockey defenceman he played for the Pittsburg Pirates, the New York Americans, the Chicago Black Hawks, and the Montreal Maroons. However, he demonstrated his greatest skill and versatility as a halfback for the Toronto Argonauts.

### PILOT DICKENS SENDS MESSAGE

Winnipeg, Oct. 8.—"No trace of the McAlpine party." This six-word sentence, flashed out of the North after five days of silent suspense, prefaces a modest resume of Pilot "Punch" Dickens' second reckless "dash" to the Arctic circle. And it is an epitome of the futile efforts of an airplane armada to locate Col. C. D. H. McAlpine and his seven fellow explorers who faded into the barrens one month ago today.

Twice within two weeks the 20-year-old Edmonton airman has plunged through the rock-strewn tundras to the northern coast of Canada. His first flight took him from northern Alberta to Coronation Gulf and back again in an effort to check up on the lost men. Late last night came word of a new sortie, covering one thousand miles across the depth and through the midst of the Northwest Territories to Bathurst Inlet and return.

This morning Dickens rested at Fort Smith on the north Alberta boundary, after having casually suggested to search officials that he might hop off today on a dash via Fort Rae, on Great Slave Lake, to the mouth of the Coppermine River, a matter of at least 12,000 miles of flying. His next search move, however, will be to proceed to Stoney Rapids base in north Saskatchewan, where his machine will be equipped with skis. It is probable that he will first return to McMurray on the Athabasca river, in northern Alberta, according to Western Canada Airways authorities. *Hamilton Spectator, Oct. 8, 1929*



**"PUNCH"  
DICKENS**

Clennell H. "Punch" Dickens was a First World War air ace and northern bush pilot. He was born in 1899 at Portage la Prairie, Manitoba. During the 1920s Dickens captured the public's attention with his daring, record-breaking flights in Canada's North. He and other pilots like him helped open up the North and make it accessible.

Mazo de la Roche

J. S. Woodsworth

J. W. Dafoe

Mary Pickford

Lucy Maud Montgomery





OUR ROYAL  
PRINCE.  
Finest Bicycle you would  
want to own.  
Fully Guaranteed.

Everywoman's World, March, 1923, p. 53

#### SUNDAY PLAY

As Sundays were by tradition a day of quiet, children were not permitted to dress in a casual manner or engage in active play. By the 1920s, families were beginning to relax these rules enough for a young boy to be able to go biking.

### The Liquor Balance

Costs	Benefits
<ol style="list-style-type: none"> <li>1. Canada's drink bill.</li> <li>2. Drink-caused idleness.</li> <li>3. Misdirected labour.</li> <li>4. Drink-caused mortality.</li> <li>5. The waste of grain.</li> <li>6. Charitable outlay caused by drinking.</li> <li>7. Crime and drunkenness.</li> </ol>	<ol style="list-style-type: none"> <li>1. The liquor revenue.</li> </ol> <p>F. S. Spence, <i>The Campaign Manual</i>,</p>

# PRESERVING THE



Burford, Ontario, Home and School Association, 1921

## BOYS ARE TOO WARM GIRLS ARE TOO COLD

Lightness of Apparel Worn  
By Girl Students Requires  
Furnace Stoking

Boys with Heavy Clothes  
Complain of the Heat

Because of the lightness of the clothing worn by the collegiate girl students, a serious heating problem has presented itself in the local high schools. This was the admission today of an official, who states that real difficulty is encountered in the regulation of the temperature to a degree where it is comfortable for both girl and boy students.

By reason of the light clothes the girls wear in the fall and winter, as well as spring, a high degree of heat is required to keep the room sufficiently warm enough for them, while at the same time it is too hot for the boys garbed in more substantial clothing. What is to be done in the matter is puzzling school officials. If the classrooms are made warm enough for the girls the temperature is too high to be comfortable for the young men, it was explained.

At the same time that this unusual situation is revealed comes the statement from Mrs. J. I. A. Hunt, chairman of the board, that all collegiate girls should be attired in regulation uniforms. Her statement followed indirect complaints made by residents living near collegiates over the scanty clothing worn by collegiate girls.

The chairman herself frowns on the sleeveless dresses, short skirts and low-cut necks, representing the styles of dresses worn by the high school girls.

She added that there could be no denying the scantiness of the attire of the teen-age collegiate girls and that was one of her principal reasons for wanting uniforms introduced into the collegiates.

London Free Press, October 17, 1929

## TEACHER'S CONTRACT

This is an agreement between Miss Lottie Jones, teacher and the Board of Education of the Middletown School, whereby Miss Lottie Jones agrees to teach in the Middletown School for a period of eight months beginning September 1, 1923. The Board of Education agrees to pay Miss Lottie Jones the sum of seventy-five dollars (\$75) per month.

Miss Lottie Jones agrees:

1. Not to get married. This contract becomes null and void immediately if the teacher marries.
2. Not to keep company with men.
3. To be at home between the hours of 8 p.m. and 6 a.m. unless she is in attendance at a school function.
4. Not to loiter downtown in ice cream parlors.
5. Not to leave town at any time without the permission of the Chairman of the Board of Trustees.
6. Not to smoke cigarettes. This contract becomes null and void immediately if the teacher is found smoking.
7. Not to drink beer, wine or whiskey. This contract becomes null and void immediately if the teacher is found drinking beer, wine or whiskey.
8. Not to ride in a carriage or automobile with any man except her brothers or father.
9. Not to dress in bright colors.
10. Not to dye her hair.
11. To wear at least two petticoats.
12. Not to wear dresses more than two inches above the ankle.
13. To keep the schoolroom clean; to sweep the classroom floor at least once daily; to scrub the classroom floor once a week with hot water and soap; to clean the blackboards at least once daily; to start the fire at 7 a.m. so that the room will be warm at 8 a.m. when the children arrive; to carry out the ashes at least once daily.
14. Not to use face powder, mascara or paint the lips.

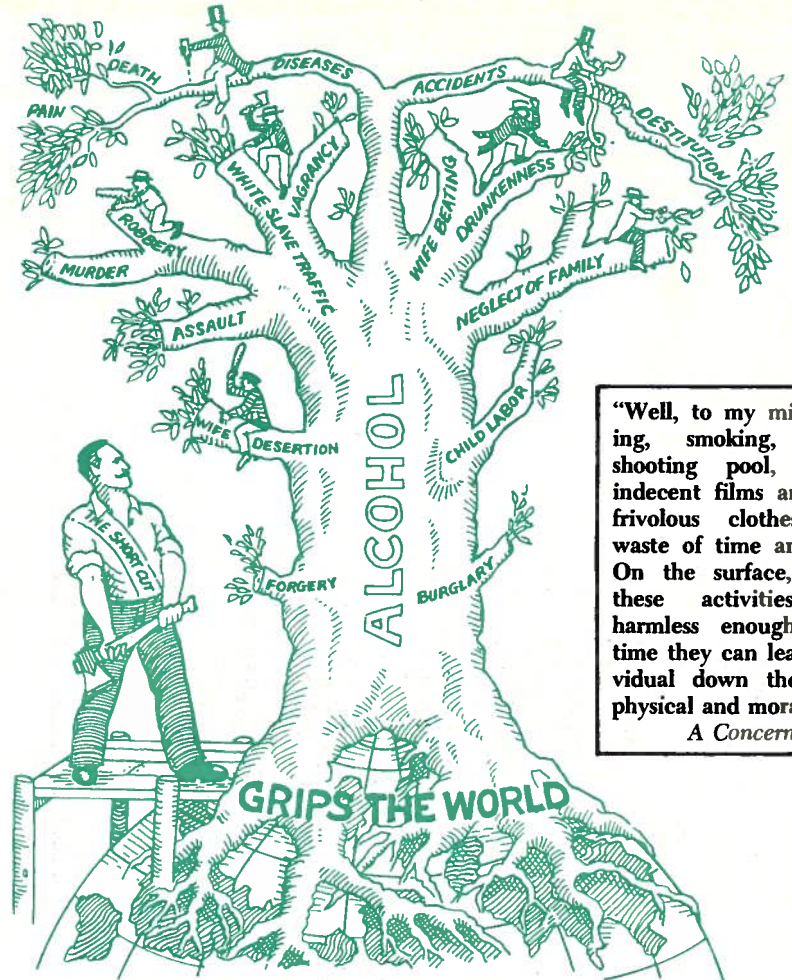
Reprinted from O.S.S.F.T. Bulletin (now Forum)





Church at Baie St. Paul, near Rivière du Loup, Quebec, 1929

# CAREFUL WAYS



National Woman's Christian Temperance Union, Evanston, Illinois

"Well, to my mind, drinking, smoking, dancing, shooting pool, watching indecent films and buying frivolous clothes are a waste of time and money. On the surface, some of these activities appear harmless enough, but in time they can lead an individual down the road to physical and moral ruin."  
A Concerned Citizen

## SUNDAY LAWS

In Force in the Province of Ontario

### PROHIBIT

1. **LABOR.** With certain exceptions this includes:
  - (a) **THE WORK OF LABORERS, MECHANICS and MANUFACTURERS.**
  - (b) **ALL FARM WORK,** such as SEEDING, HARVESTING, FENCING, DITCHING.
  - (c) **WORK ON RAILWAYS,** such as BUILDING and CONSTRUCTION, and also REPAIR WORK, except in emergencies, and TRAFFIC, excepting the forwarding of PASSENGER AND CERTAIN FREIGHT TRAINS.
  - (d) **ALL BUILDING, TEAMING, DRIVING FOR BUSINESS PURPOSES, THE WORK OF BAKERS and BARBERS, Etc.**
  - (e) **THE WORK OF MUSICIANS AND PAID PERFORMERS OF ANY KIND.** Works of necessity and mercy excepted.
2. **BUSINESS.** It is unlawful to MAKE CONTRACTS or to BUY, SELL or DELIVER ANYTHING on Sunday, including LIQUORS, CIGARS, NEWSPAPERS, Etc. Generally speaking the only exceptions are DELIVERING PASSENGERS' BAGGAGE, MILK for domestic use, and SUPPLYING MEALS AND MEDICINES.
3. **ALL GAMES, RACES OR OTHER SPORTS FOR MONEY OR PRIZES,** or which are noisy, or at which a fee is charged, and the business of AMUSEMENT or ENTERTAINMENT.
4. **ALL EXCURSIONS** for hire and with the object of pleasure, by TRAIN, STEAMER or OTHER CONVEYANCE.
5. **ADVERTISING** in Canada, unlawful things to take place on Sunday, either in Canada or across the line.
6. **IMPORTING, SELLING or DISTRIBUTING FOREIGN NEWSPAPERS** on Sunday.
7. **ALL GAMBLING, TIPLING, USING PROFANE LANGUAGE,** and all other acts which disturb the public quiet.
8. **ALL PUBLIC MEETINGS,** except in Churches.
9. **HUNTING, SHOOTING, FISHING;** also BATHING in any public place or in sight of a place of public worship, or private residence.  
**THE PENALTY IS FROM \$1.00 TO \$500.00**

### THE GAME LAW

Of the Province makes Sunday a CLOSE SEASON for all GAME and HUNTING and SHOOTING UNLAWFUL on that day.

**THE PENALTY IS FROM \$5.00 TO \$25.00**

### FILM CENSORSHIP Now Forbidden

- Cruelty to animals
- Indelicate sex relations
- Disparagement of public figures
- Modus operandi of criminals
- Misrepresentation of police methods
- Offensive vulgarity
- Impropriety in conduct and dress
- Use of drugs
- Ambiguous and irreverent titles and subtitles

Maclean's Magazine, Nov. 1, 1925

### LORD'S DAY ACT, CANADA

"... is intended to prevent the open shop, the exploitations of the public by organizers of excursions ... and also the opening of places of public amusement for which a fee is charged. Legitimate recreation and amusement are in no way interfered with."

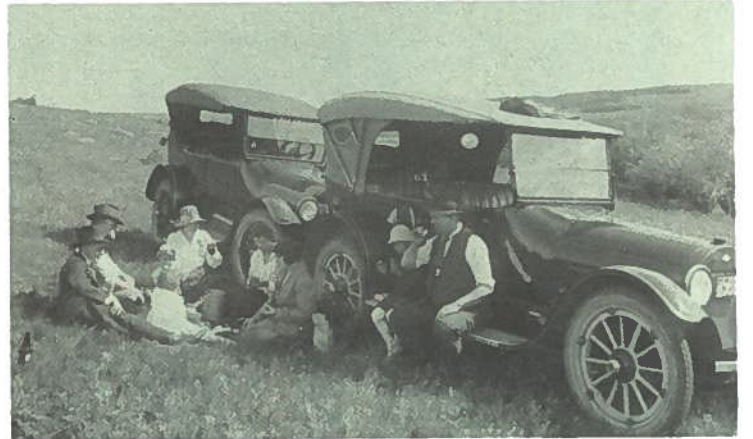
Charles Fitzpatrick, Minister of Justice, Canada, 1906

### SUNDAY CUSTOMS

Some families did all of their manual domestic labour, such as baking and shining shoes, on Saturday evening. For many households, Sunday meant morning and evening church service, social visits, and little physical exertion.



# THE FAMILY

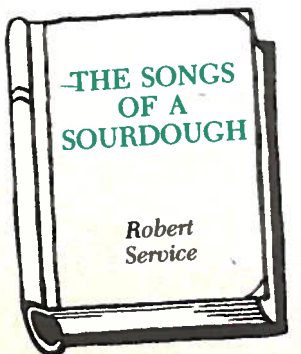
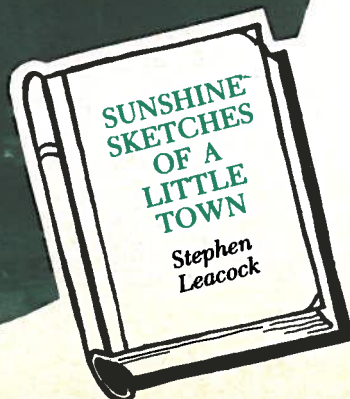
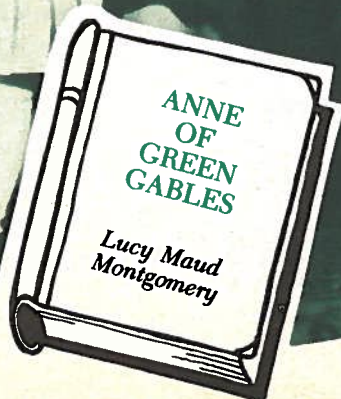


Picnicking at Little Arm, Saskatchewan, 1920

Father was still the head of the household. Although many more women held jobs in the 1920s than ever before, the man was still the major wage-earner. The father drove the family car (1 out of every 2 Canadian families had a car by 1928), and organized the increasing number of family vacations. It was still part of his role to discipline the children, although this task was becoming increasingly more difficult. The strict moral codes of the Victorian era were being replaced by a greater freedom for the young.



Winter fun for the family in Montreal



12 "By the sea, by the sea, by the beautiful sea",  
Prince Edward Island, 1928





This family has pitched their tent at a municipal motor camp, near Ottawa, Ontario

CANADA'S POPULATION								
	1921	1922	1923	1924	1925	1926	1927	1928
Prince Edward Island	88 615	88 400	88 020	87 700	87 300	87 000	86 700	86 400
Nova Scotia	523 837	527 100	530 000	533 600	536 900	540 000	543 000	547 000
New Brunswick	387 876	391 700	395 500	399 400	403 300	407 200	411 000	415 000
Quebec	2 361 199	2 400 000	2 439 000	2 480 000	2 520 000	2 561 800	2 604 000	2 647 000
Ontario	2 933 662	2 976 000	3 019 000	3 062 000	3 103 000	3 145 600	3 187 000	3 229 000
Manitoba	610 118	615 600	621 200	626 800	632 400	639 056	647 000	655 000
Saskatchewan	757 510	770 600	783 700	796 800	809 900	820 738	836 000	851 000
Alberta	588 454	592 200	595 900	599 600	603 300	607 599	617 000	631 900
British Columbia	524 582	535 000	544 000	553 000	560 300	568 400	575 000	583 000
Yukon	4 157	3 800	3 600	3 550	3 500	3 450	3 470	3 500
Northwest Territories	7 988	8 150	8 320	8 490	8 600	8 850	9 050	9 200
Canada	8 788 483	8 908 550	9 028 240	9 150 940	9 268 700	9 389 693	9 519 220	9 658 000

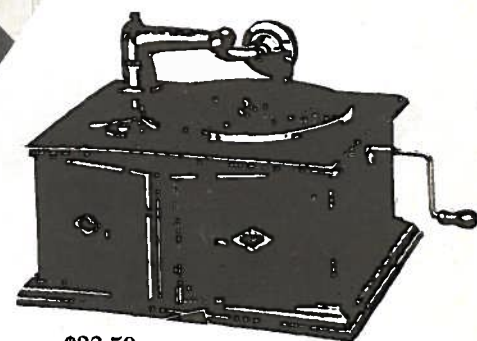
Canada Year Book, 1928

The most dramatic change was in the role of the mother. It was an easier task in the 1920s to organize the home because the cluttered Victorian style at the turn of the century had given way to simpler and more compact designs. The widespread use of electricity revolutionized home appliances and reduced work. The woman no longer had to stoke the fire in the kitchen stove and clean out the ashes. She could get water from the kitchen sink instead of fetching it from an outdoor pump. Corner stores offered a greater variety of convenience foods which made meal preparation a more pleasant task.



Household Bills	
1 ton [907.2 kg] coal	\$16.37
1 cord* of hardwood	14.48
1 gallon [4.5 litres] coal oil	
6 room house with modern conveniences, rent per month	27.49
6 room house with incomplete modern conveniences, rent per month	19.69
3 min phone talk, London [Ontario] to Toronto	.70

\*no metric equivalent



\$32.50



A modern urban home

\$7 000  
Well-built brick, 4 bedrooms; large porch; 3 piece bath; good cellar; furnace; electric features. Good alley at side and lots of room for car.

\$6 000  
Six-room solid brick, complete basement. Side drive; fine lots with fruit trees.

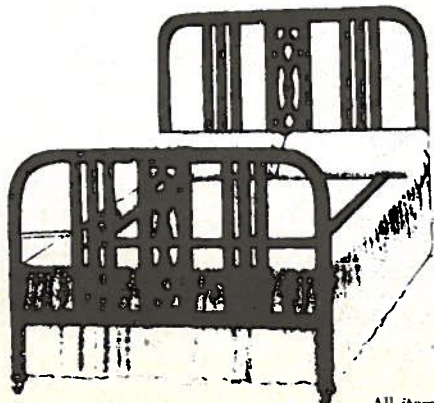
\$7 800  
Large living room with fireplace, dining room with beamed ceiling, kitchen with built-in cabinets, four large bedrooms, 3 piece bathroom - hot water heated.

SHOPPING LIST	
1 kg sugar	\$ .18
1 kg coffee	1.35
1 kg tea	1.60
1 kg salt	.08
1 kg cheese	.71
1 kg bread	.17
1 kg flour	.12
1 kg sirloin steak	.68
1 kg pork	.58
1 kg bacon	.93
1 kg ham	1.32
1 kg butter	.95
1 kg potatoes	.04
1 can tomatoes	.16
1 can peas	.17
1 can corn	.16
1 l milk	.04
1 bushel* apples	.27

\* No metric equivalent



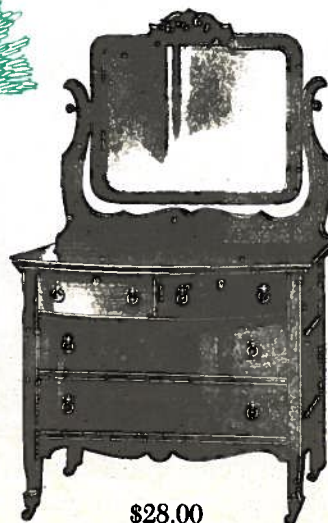
\$35.50



\$16.50



\$42.25



\$28.00

All items were taken from Eaton's Catalogues, 1925-1927.



# “EVERY WOMAN SHOULD

## FEW OPENINGS FOR GIRLS

in biscuit and candy departments.  
8-HOUR DAY.  
WAGES FOR BEGINNERS \$3.00  
PER WEEK  
APPLY McCORMICK MFG. CO.  
E25h

London Free Press, May 28, 1919

## CANADA'S SUMMER GIRL

GOES TO  
MUSKOKA  
LA BAIE DE CHALEUR  
PRINCE EDWARD ISLAND  
ST. JOHN RIVER VALLEY  
NOVA SCOTIA - BY -  
THE SEA



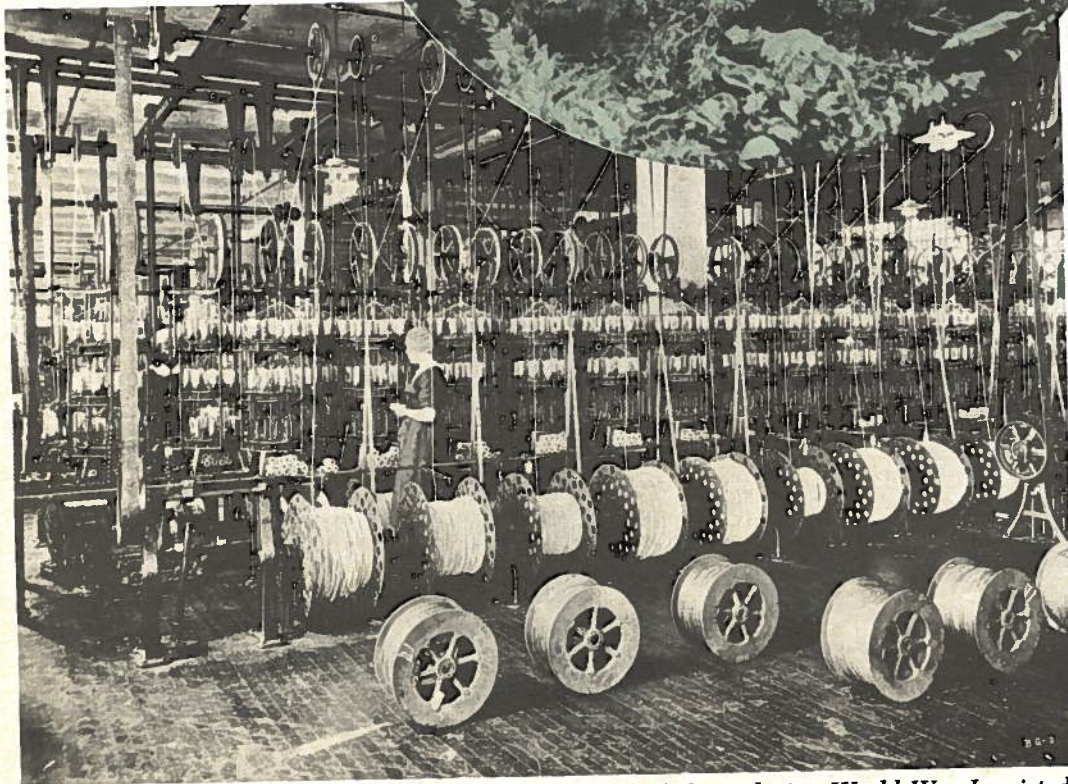
via  
The National Way  
OR  
NIPIGON  
QUETICO  
MINAKI  
OUT OF  
LOWER ST.  
MARITIME  
QUEBEC  
NOVA  
PRINCE  
EDWARD

FREE COPIES OF ABOVE  
APPLICATION TO GENERAL P  
VANCOUVER WINNI  
MONTREAL QUEBEC

Canadian National

Canadian National Railways,  
Maclean's Magazine, June 15, 1920, p. 52

Preparing lunch,  
Butterfly Lake, Muskoka



Many women who entered the work force during World War I resisted social pressures to quit their jobs when the war ended, and continued working during the 1920s.



Girls' Technical School

Employees by Sex and Average Salaries and Wages Paid in Forty Leading Canadian Manufacturing Industries during 1927, with Average Number of Days Operated by Plants in each Industry for 1926 and 1927.

Industries	WAGES			Average number of days in operation	
	Employees on Wages		Average Wage	1926	1927
	Male	Female	Total	\$	No.
Pulp and paper	28 889	813	29 702	1 302	281
Flour and grist mills	5 124	135	5 259	970	223
Slaughtering and meat-packing	7 492	711	8 203	1 101	288
Central electric stations	8 699	-	8 699	1 423	365
Sawmills	42 571	84	42 655	936	100
Automobiles	8 746	200	8 946	1 535	306
Butter and cheese	6 571	249	6 820	1 002	234
Rubber goods, including footwear	9 851	3 314	13 165	984	268
Electrical apparatus and supplies	9 926	2 865	12 791	1 061	291
Non-ferrous metal smelting	6 969	28	7 027	1 492	383
Cotton yarn and cloth	11 493	9 261	20 754	702	282
Railway rolling stock	19 996	45	20 041	1 329	277
Castings and forgings	16 516	352	16 868	1 138	294
Bread and other bakery products	11 786	1 782	13 568	1 069	299
Petroleum refining	3 311	26	3 337	1 479	309
Printing and publishing	7 892	1 389	9 281	1 365	299
Sugar refineries	2 253	112	2 365	1 157	245
Clothing, women's factory	3 757	10 137	13 894	880	283
Cigars and cigarettes	1 773	3 227	5 000	658	273
Hosiery, knit goods and gloves	4 874	11 285	16 159	728	283
Biscuits, confectionery and chewing gum	4 433	5 930	10 363	719	279
Breweries	3 763	44	3 807	1 186	293
Planing mills, sash and door factories	10 127	95	10 222	1 017	262
Boots and shoes, leather	8 562	5 530	14 092	883	287
Rolled products, pig iron, steel products, etc	6 864	3	6 867	1 382	288
Machinery	7 734	226	7 960	1 166	301
Sheet metal products	6 298	761	7 059	1 059	298
Clothing, men's factory	4 769	5 352	10 121	1 009	249
Agricultural implements	9 398	95	9 493	1 178	293
Printing and bookbinding	6 772	2 376	9 148	1 156	295
Furniture and upholstery	9 526	435	9 961	960	288
Leather tanneries	3 679	102	3 781	983	267
Fish-curing and packing	9 748	6 310	16 058	290	99
Acids, alkalis, salts and compressed gases	1 770	9	1 779	1 366	314
Furnishing goods, men's	1 104	7 072	8 176	646	290
Coffee and spices	648	420	1 068	877	299
Distilleries	916	227	1 143	1 109	268
Paints and varnishes	1 538	222	1 760	977	289
Hardware and tools	4 940	878	5 818	970	288
Brass and copper products	3 601	374	3 975	1 126	286
Total, forty leading industries	324 709	82 476	407 185	1 015	235
Grand Total, all industries	413 634	119 816	533 450	1 003	232

Canada Year Book



# LEAD A DOUBLE LIFE



Nellie McClung was a tireless fighter for women's rights in Canada. After her election to the Manitoba legislature in 1921, she began to improve conditions for the rights of women. Nellie McClung and a group known as the "Alberta Five" won for women the right to be appointed to the Canadian Senate.

## LEGAL STATUS OF WOMEN IN CANADA, 1925

"On the presentation of a request by the National Council of Women, which links together a very large number of women's organizations in the cities and towns of Canada, the Dominion Government recently agreed to publish a pamphlet designed to give briefly the main sections of the federal and provincial statutes which deal with the relations of women in the family, in industry, in the municipality, and in the state. As the legislation involved is of a social character and various phases of it have been the subject of discussion and resolutions by labour organizations, it was decided that publication should be made under the authority of the Minister of Labour.

"The Department of Labour has, therefore, issued a pamphlet containing extracts from the Dominion and provincial laws relating to naturalization, franchise, eligibility of women for municipal, provincial or federal election and for service as magistrates or jurors, marriage, divorce, sexual offences, married women's earnings and property, dower, devolution of estates, insurance, mothers' pensions, maternity benefits, deserted wives and children, legitimation of children born out of wedlock, support of children of unmarried parents, adoption of children, hours of labour and minimum wages for employed women, workmen's compensation, and other minor subjects.

"Laws enabling the establishment of minimum rates of wages for the employment of women have been passed in all the provinces but New Brunswick and Prince Edward Island. The Quebec statute, however, is not in force and no regulations have been issued in Nova Scotia. Compensation to the dependents of a man or woman injured in the course of employment, is payable in all the provinces but Prince Edward Island."

*Labour Gazette 1925*

## Ladies Welcome!

In every United Cigar Store courteous salesmen pay special attention to the purchases of ladies. The moment you enter you will find attentive, helpful service. And the merchandise you buy will be fresh.

## United Cigar Stores Limited

Canadian Owned and Controlled  
United Cigar Stores Limited

**Women Win Vote**  
May 24, 1918

## FINE WORK BY WOMEN'S INSTITUTES

Large Attendance at Tenth Annual Convention Now In Session

Various Institutes of Province Are "Carrying On" In Excellent Manner

*Halifax Herald, June 21, 1923*

## The First Great Political Convention for Women

Having regard to the evolution now going on in the minds of our Canadian women in connection with not only party politics, but the whole matter of political expression, it may be stated that two main features emerged very clearly from the first national convention of Liberal women which was held in Ottawa in the middle of April last, and that these two features are probably as applicable to Conservative as to Liberal women.

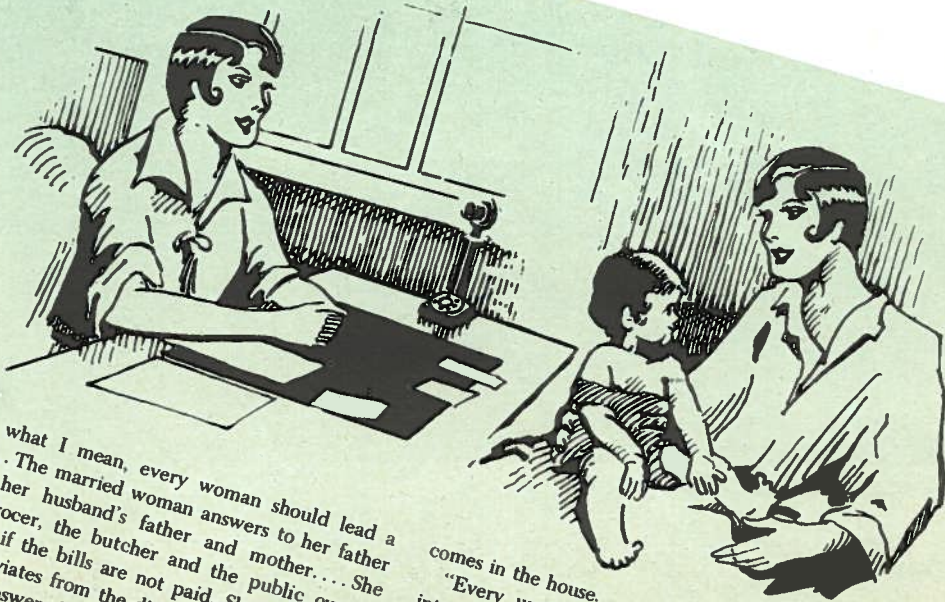
The first is, that it was made abundantly clear throughout all the proceedings that our women are, at last, attaining some measure of political consciousness, with a corresponding desire to use their political power as adequately as possible.

The second is that experience in practical politics has shown in the past ten years in all the provinces of Canada, as it has shown in all parts of the United States, that this political consciousness can best express itself and most effectively operate in separate organizations of women within the party folds, even though the ultimate ideal of women and men working side by side in the political arena, be strongly held.

This conference, the first of its kind, undoubtedly marks a new era in so far as Canadian women in politics are concerned. It has been in the air a long time, was indeed long overdue, and will undoubtedly be followed by some such gathering of the women of the Conservative party to effect a similar national organization.

*The Chatelaine, June, 1928*

Women's organizations grew rapidly during the 1920s, there were at least 60 country-wide organizations by 1929. Of these, the largest was the Women's Institute: by 1922 there were 1 000 chapters in Ontario. Their objective was "the dissemination of knowledge relating to domestic economy, with special attention to home and sanitation; a better understanding of foods, and a more scientific care and training of children to raise the general standing of health and morals of our people."



"That's just what I mean, every woman should lead a double life.... The married woman answers to her father and mother, her husband's father and mother.... She answers the grocer, the butcher and the public ownership collectors, if the bills are not paid. She answers the doctor if she deviates from the diet he has laid down for the baby. She answers her husband pleasantly when he

comes in the house.

"Every woman should have as distinctly dual a life interest as has the average man. Man has his home life and his business life, and if he is wise he keeps them widely separated.

"Woman, too, should have a double life."

by Margaret Fea, *The Chatelaine*, Apr. 1928.



# A CHILD GROWING UP...



Children walking to school in High Park, Toronto, 1929

**18-147. Toy Drum** with a good tone, sheepskin and fibre heads, 8 inches in diameter, brightly lithographed with Canadian emblem. Complete with two drum sticks. Price..... **49c**

**18-246** This Tinker Toy Set will build Windmills, Turbines, Cranes, and all sorts of things. A splendid toy to develop the construction talent of the little fellow. Set consists of spools and rods of various length. A large illustrated sheet goes with each, showing a number of models that can be made with the set. Price ..... **75c**



**18-117. I'm a Walker.** A brightly lithographed cardboard doll, 12-ins. long, supplied with 12-in. wood handle. Can really walk. A splendid push toy. Price. **25c**

## GIRLS



Height 8 3/4-in.

**19-209. Toy Dresser** in which to keep doll's clothes. Made of wood, well made and finished, 4 drawers and oblong mirror, size 5 x 3, height to top of mirror 8 3/4 ins. Price ..... **85c**

# SCHOOL DAYS



Elementary school classroom

### STATISTICAL OUTLINE OF CANADIAN EDUCATION

EDUCATION	1911	1916	1921	1924	1925	1926	1927
Enrolment	1 356 879	1 622 351	1 869 643	2 013 158	2 034 080	2 063 498	2 076 284
Average daily attendance	870 801	1 140 793	1 335 454	1 506 698	1 524 665	1 547 992	1 563 212
Number of teachers	40 516	50 307	56 607	62 302	62 394	63 840	66 004
Total Public Expenditure	\$37 971 374	\$57 362 734	\$112 976 543	\$119 484 033	\$121 034 234	\$122 701 259	\$125 876 375

### GEOGRAPHY TEST

- Through what waters would a boat pass in going from Port Arthur to Montreal? Name one important article which might form part of its cargo.
- (a) State which of the following are exports and which are imports of Canada: cheese, apples, salmon, rubber, raw cotton, oranges, nickel, raisins.  
(b) Name one country from which we obtain each of the following imports: hard coal, rice, linens, tea, coffee, sugar, woollens, bananas.
- (a) Name three important industries of the province of Quebec.  
(b) Where are the following Quebec cities located: Montreal, Hull, Trois Rivières, Quebec? Tell why each is important. *Examination Papers, Ontario Ministry of Education*



OTHER SONS DIED FIGHTING THE IROQUOIS ONE GRANDSON—CELORON DE BIENVILLE, WITH A BAND OF MEN CLAIMED ALL THE COUNTRY DOWN THE OHIO AND THE ALLEGHENY, FOR FRANCE. ON THE TREES THEY NAILED PLATES BEARING THE ARMS OF FRANCE, AND IN THE GROUND THEY BURIED LEAD PLATES. THE FRENCH FOLLOWED UP THIS BY BUILDING FORTS ALONG THE ROUTE.

sketch by J. S. Morrison

M. M. Stone, *This Canada of Ours*, p. 107





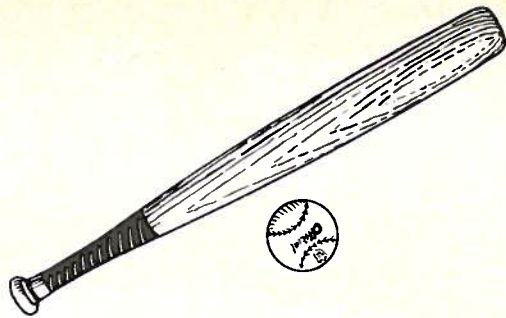
# BOYS' TOYS



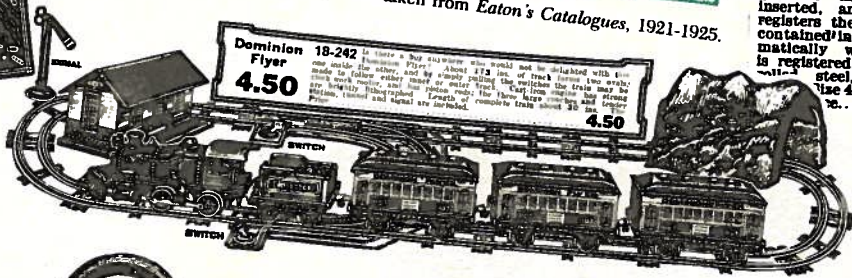
18-121. Cast Iron Stove, for cooking dolly's meals. Size of body of stove, 5x5x3 1/2 ins.; bright finish, hinged door. Four removable lids, stove pipe, lid lifter, fry pan and sauce-pan. Price..... **69c**



18-127. Child's Sad Iron with detachable wood handle, nickel finish and polished. Every little girl will want to iron her dolly's clothes. **29c**



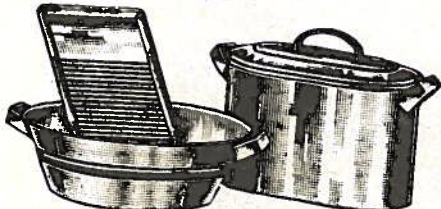
All items (except the sketches) were taken from Eaton's Catalogues, 1921-1925.



18-242. Dominion Flyer. Price..... **4.50**



18-129. The New Maple Leaf 3-Coin Bank, registers nickels, dimes and quarters as each coin is inserted, and at all times registers the correct amount contained in it. Opens automatically when 10 dollars is registered. Made of cold steel, black enamel. Size 4 1/4 x 5 x 6 1/2. Price..... **2.75**



18-243. Happy Wash-Day Outfit. Consists of tin wash boiler, tub and washboard. Boiler is 6 x 4 x 3 ins., and tub is about 6 ins. in diameter. Each outfit packed in box. Price..... **55c**



18-216. Extension Wrist Watch, with moving hands, octagonal shaped watch, gilt mesh. Each packed in gift box. Price... **29c**

## HOW MY FATHER DISCIPLINED ME

"Whenever I misbehaved, my parents gave me a stern look. If that didn't work, my father took off his belt and gave me a licking on the rear end. My loud yells were usually sufficient warning to my brother and sister not to follow my actions. If there was company at our home and I misbehaved, mother or father gave me that same stern look which meant I would get spanked later. It was a rule that we were never scolded or spanked in front of company. But there were also many times my parents took time to talk with me if I did something wrong."

### HISTORY TEST

- Give an account of the parts played in Canadian history by any three of the following:—
  - Sir John A. Macdonald.
  - Hon. George Brown.
  - Sir Wilfrid Laurier.
  - Lord Durham.
  - Sir George Etienne Cartier.
  - Sir Isaac Brock.
- Give the chief provisions of the British North America Act.
  - State the circumstances under which British Columbia and Manitoba became provinces of Canada.

OR

- Give the name by which the official is known who is at the head of each of the following: a township council, a county council, a town (or city) council.
- By whom are the members of the Senate appointed?
- Name two matters over which the Dominion Government has control and two matters over which the Provincial Legislature has control.

Examination Papers, Ontario Ministry of Education

### ENGLISH GRAMMAR TEST

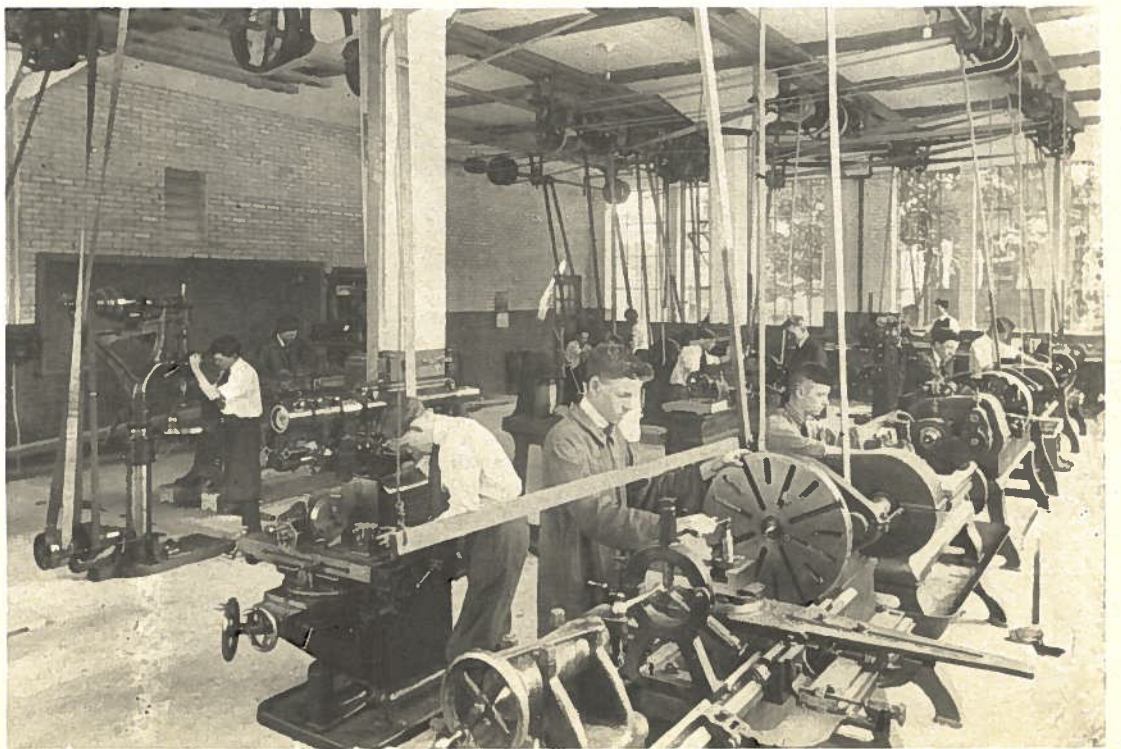
- Write the following sentences, selecting from the brackets the proper word in each case; give reasons for your choice:—
  - I saw the man (who, whom) you met last evening.
  - (Was, Were) either of the men here?
  - He has (less, fewer) friends each year.
  - The number of automobile accidents (is, are) very large.
  - He walks very (slow, slowly).

Examination Papers, Ontario Ministry of Education

### ARITHMETIC TEST

- For \$1 500 a dealer bought a farmer's crop of 380 barrels of apples. To pick and pack the apples the dealer paid 8 men for 5 days at \$3.50 per day each. He also paid 75 cents for each barrel and \$130 for freight and cartage. At what price per barrel must he sell the apples to make a clear gain of \$225?
- A man built a house valued at \$5 000. He insured it for one year for 75% of its value at 60 cents per hundred dollars. He paid taxes at 30 mills on the dollar on 80% of its value. How much did he pay for both insurance and taxes?

Examination Papers, Ontario Ministry of Education



Boys' Technical School



# A NEW LOOK



**TEDDY**  
49c

*TEDDY wears overalls of khaki or navy, trimmed on the knees and pockets with cardinal. They're cool and airy, and easy to wash. Sizes 2 to 6 years. Price, 49c.—Third Floor, James St.*



### They Will Like the Comfort Of These Summer Clothes

*JACK is now twelve years old, and wears long khaki trousers and outing shirt of heavy twill cotton. The shirts are on the Main Floor, Queen St. Sizes 11 to 14½. Price, \$1.10. The trousers on the Second Floor. Sizes 6 to 10 years, \$1.25 pair. Sizes 11 to 18 years, \$1.50.*



**JACK**  
Shirt, \$1.25  
Trousers, \$1.45

**MARIE**  
Shirt, \$1.00  
Bloomers, \$1.00

*MARIE'S mother dresses her in khaki cotton middie and bloomers, about the camp or garden. The bloomers are very full, pleated on a waist band. Both are in sizes 6 to 14. Priced at \$1.98 each for middie and bloomers.—Fourth Floor, Centre.*

### Dark Grey Tweed In Three-in-One Style

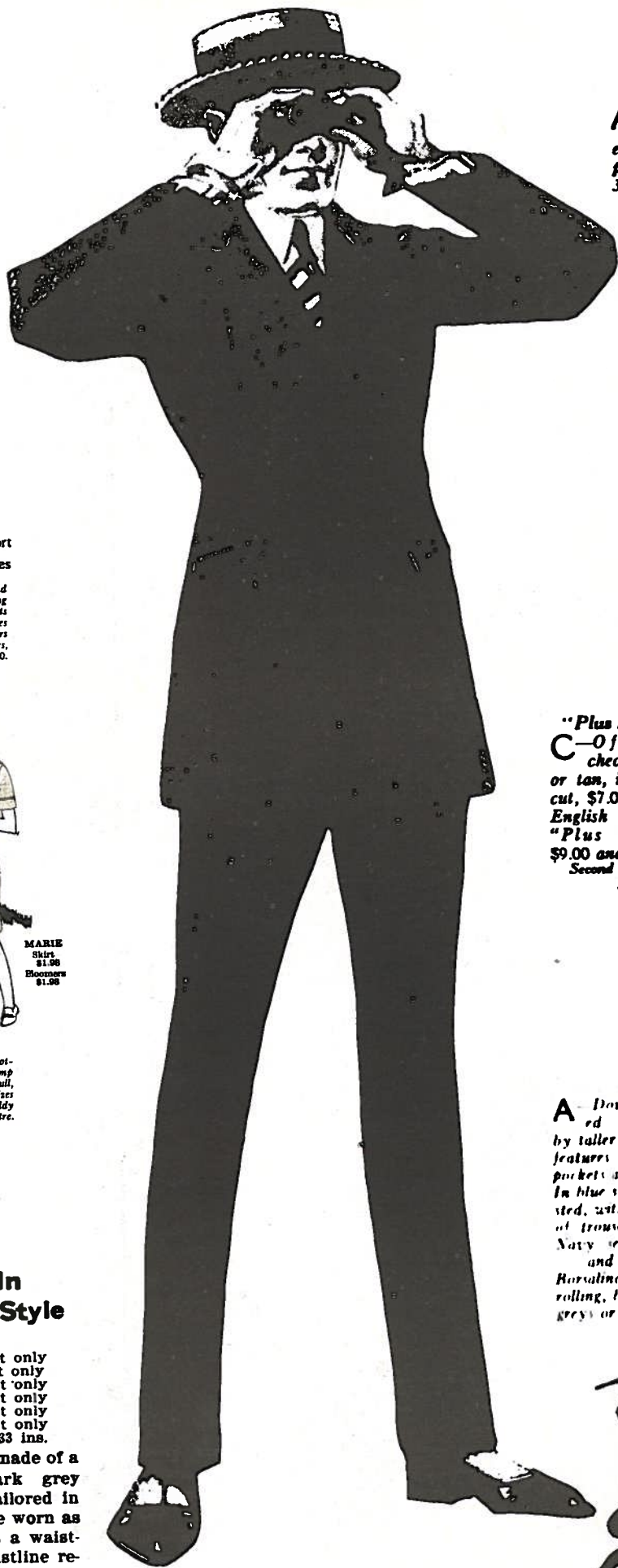
#### SIZES:

34 in. chest with 30 in. waist only  
35 in. chest with 31 in. waist only  
36 in. chest with 32 in. waist only  
37 in. chest with 33 in. waist only  
38 in. chest with 34 in. waist only  
39 in. chest with 35 in. waist only  
Choice of leg lengths 29 to 33 ins.

**44-532** This splendid suit, made of a good wearing dark grey cotton and wool tweed, is tailored in the three-in-one style. Can be worn as belter; with belt removed as a waistline model, or with strap waistline removed as a plain two-button single-breasted coat. High-peaked roll lapels with slightly slanting welt pockets; five-button vest; cuff bottom trousers with five pockets and belt loops. Well tailored throughout. State correct size, height and weight when ordering.

Price, delivered

**33.75**



**A**—All-wool cardigans, consistently match their socks—or vice versa. In plain heather-toned mixtures, checks, and colorful fancy patterns, V-neck style, with two pockets. Sizes 36 to 44, each \$10.50. Matching hose, \$5.00 a pair.—Main Floor, Queen Street



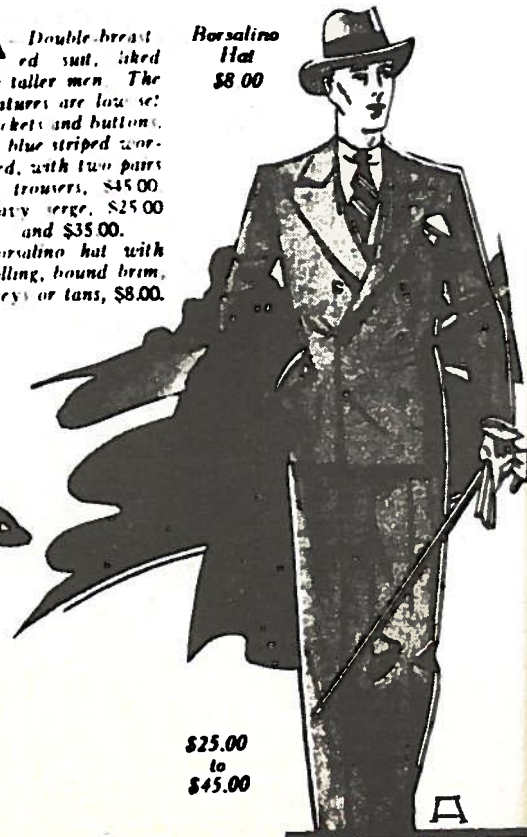
**Cardigan,**  
\$10.50

**Golf Hose to Match**  
\$5.00

**"Plus Fours"**  
**C**—Of cross check, grey or tan, in broad cut, \$7.00. Other English tweed "Plus Fours," \$9.00 and \$10.00. Second Floor, James St.

**A**—Double-breasted suit, liked by taller men. The features are low set pockets and buttons. In blue striped worsted, with two pairs of trousers, \$45.00. Navy serge, \$25.00 and \$35.00. Borsalino hat with rolling, bound brim, greys or tans, \$8.00.

**Borsalino Hat**  
\$8.00



**\$25.00 to \$45.00**

**A**

All items were taken from Eaton's Catalogues, 1918-19



# FOR CANADIANS



Mr. and Mrs. Snell on their wedding day,  
1928, Dashwood, Ontario



**Stylish and Inexpensive**  
(See Table of Sizes to Left).  
Color Navy with White only.

**84-291 Navy All-Wool Serge** with a white hairline stripe is the smart, service-giving fabric that fashions this straight-line model for misses. Insets of the material with the stripes running across extend from beneath pointed button-trimmed flaps on pockets. Long set-in sleeves have turn-back cuffs. White taut's self tie and girdle make a swagger finish. "EATON-MADE." Finished with deep basted hem. Price **7.50**



**A**—A charming version of the new three-piece jacket frock, developed in pitch pine green wool jersey, with a matching sleeveless blouse of crepe-de-Chine. The jacket exploits horizontal tucks and a fabric flower, while narrow side pleats give skirt fulness. Also in light tan with rose beige, navy with sand or grey, or almond green, queen blue \$19.50.



**Misses' New Hat**

Choice of Wood (light) Brown, Sand, Henna, Saxe Blue, Purple, Almond Green or Black.

**51-217 3.95**  
Misses' stylish Hat of Velvet, combined with Fine Art Silk. Pretty embroidered trimming in harmonizing colors. Head-size about 22½ ins.

**5.95 Misses' Fashionable Skirt of All-Wool Flannel**

Color Cream only.  
Waistbands 24, 26, 28, 30, 32, 34 ins.  
Choice of front lengths 30, 32, 34 ins.

**84-512** All-wool Flannel is a favorite fabric for the fashionable cream-colored skirt, of which this is such a handsome version. Its material is of an excellent quality having a soft, smooth finish, while the inset pockets are stressed by three all-embroidered etchings. On this model that is made in our own workrooms, slight fulness is controlled by gathers beneath button-trimmed belt. Price **5.95**



A New Look...



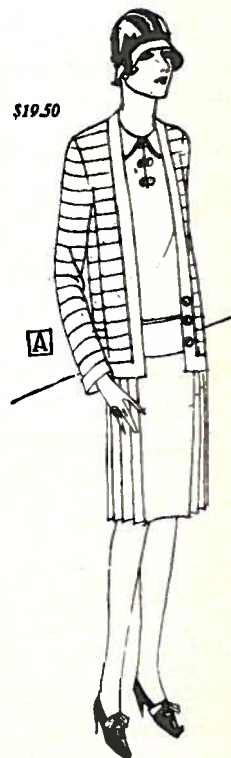
**Silk Crepe-de-Chine Model**

Bust sizes 34, 36, 38, 40, 42, 44, 46.  
Choice of Black, Grey or Sand.

**78-548** Tucks are in high favor as trimmings this season and groups of pin tucks separated by a little space from groups of wider ones are arranged, as illustrated, on front of this appealing Overblouse. The material is Silk Crepe-de-Chine and it is also used to cover buttons and form loops that effect closing at neck. Like so many of the new models it has puff sleeves and the cuffs fasten with hook and eye. Doublefold of the Crepe-de-Chine composes nicely-fitting collar and hipband that buttons at side. State size and color desired when ordering. Price **5.95**



\$19.50



When Ordering by Mail

**Misses' Bodice Skirt of Serge 5.95**

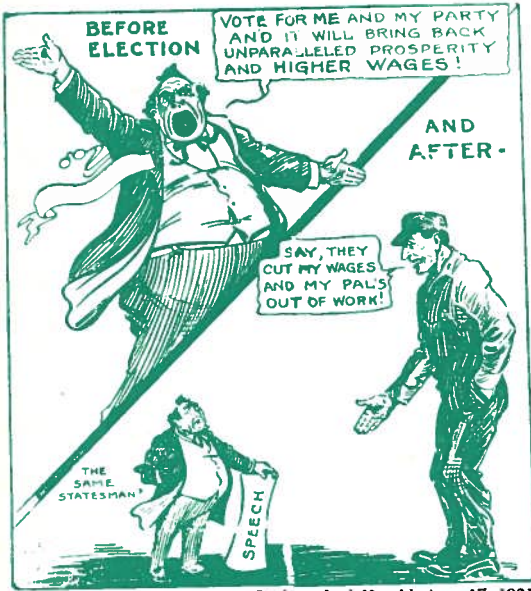
Color Navy only.  
Skirt lengths, 30, 32, 34 ins.

**84-514** The new and practical Bodice Skirt is here introduced, this one being developed for misses with pleated skirt section of fine soft All-wool Serge attached to a white silk bodice. The narrow box pleats make this a particularly happy example of this slipover style which is the correct accompaniment for an overblouse or the modish Jacquette. "EATON-MADE." Price **5.95**



# THE WORKER

## THE SAME OLD STORY



The [London] Herald, Aug. 17, 1921



## LAW AND ORDER TO BE ENFORCED

Premier Makes Statement Regarding Labor Situation In Canada

### CO-OPERATION IS NEEDED

Hopes For Every Faculty For Discussion With Employers

**CANNOT ENACT 8-HOUR DAY.**  
OTTAWA, May 27.—In the House this afternoon W. D. Euler asked if the Government proposed to enact legislation to make an eight-hour day compulsory, to which Hon. Mr. Maclean replied that it was not within the legislative jurisdiction of Canada to enact an eight-hour day law.

Special to The Free Press.  
OTTAWA, May 27.—Sir Robert Borden made a statement in the House  
London Free Press, May 28, 1919

## A WORKINGMAN'S STORY

"I served with Canada's armed forces in the Great War and looked forward to returning to my family and work in 1919. But I was not the only one with this idea, there were thousands of returning veterans looking for jobs that didn't exist. Prices were high and it was difficult to provide for my family's needs. I eventually did find work in a Hamilton factory but there were lots of men who were not so lucky."

### EMPLOYEES WORKING A SPECIFIED NUMBER OF HOURS PER DAY, JUNE, 1919.

Hours	Men	Women	Total	Percentage		
4	26	.....	26	.....		
5	119	146	265	.....		
5.5	.....	2	2	.....		
6	164	460	624	.....		
6.5	89	190	279	.....		
7	3 908	4 180	8 088	1.4		
7.5	4 300	3 512	7 812	1.4		
8*	222 910	43 356	266 266	43.4		
8.5	22 527	10 740	33 267	5.4		
9	123 987	28 742	152 729	24.9		
9.5	7 549	2 358	9 907	1.6		
10	106 450	14 277	120 727	19.7		
10.5	1 474	184	1 658	.2		
11	3 654	71	3 725	.6		
11.5	56	.....	56	.....		
12	5 393	37	5 430	.8		
12.5	145	.....	145	.....		
13	966	26	992	.....		
14	266	3	269	.....		
15	5	.....	5	.....		
17	150	.....	150	.....		
504 134				108 254	612 398	.....

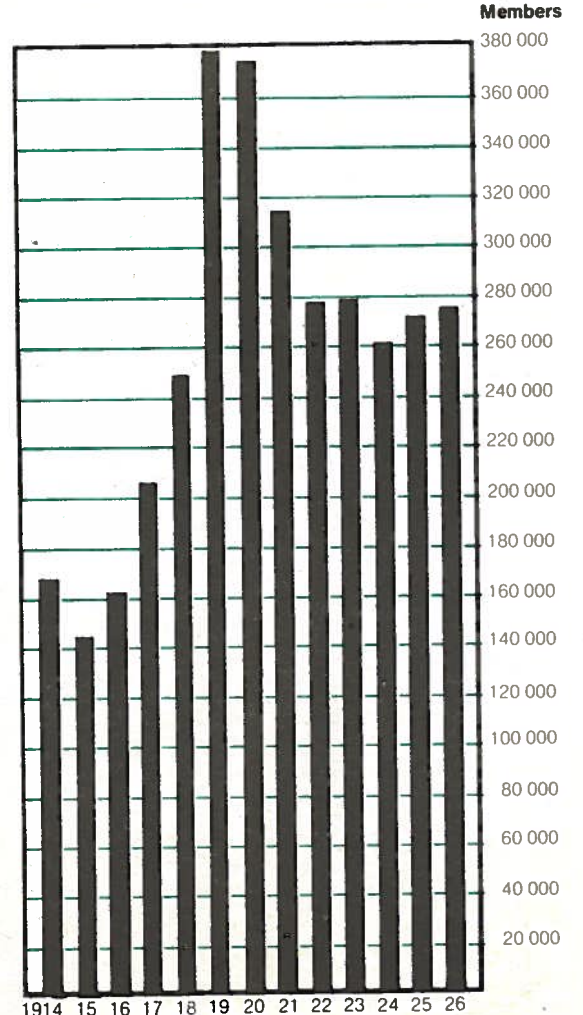
\*Including 100 000 steam railway employees, as a proportionate number.  
Labour Gazette 1920

### WAGES AND HOURS, 1920

Bricklayer	\$1.00 per h	44 h w
Carpenter	.90	44
Electrician	.875	44
Painter	.75	44
Plumber	.90	14
Metal Worker	.65-.80	48
Builder's Labourer	.55-.65	44
Factory Labourer	.40	50

Canadian Wage Rates and Hours of Labour, 1901-1930.

### TRADE UNIONISM IN CANADA

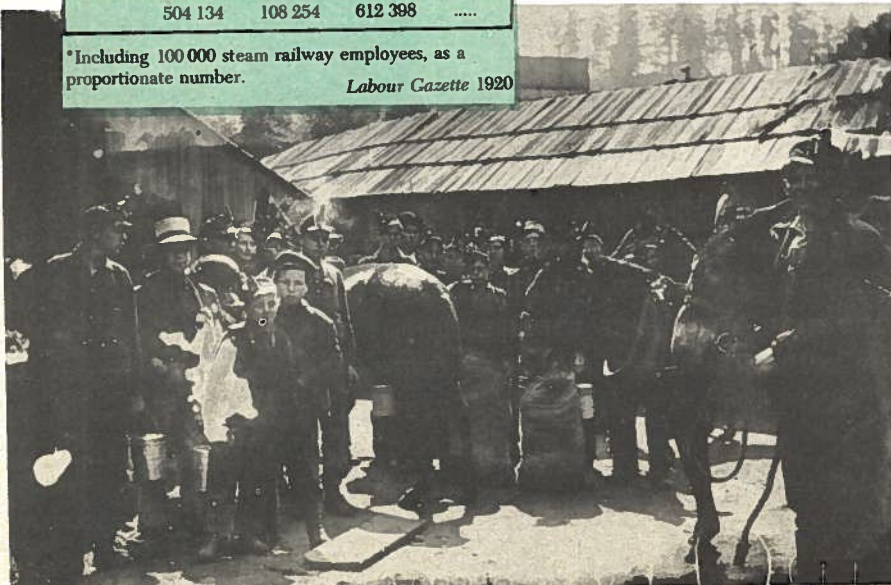


Labour Organizations in Canada, 1924-26

The chief causes of unrest may be enumerated as follows:

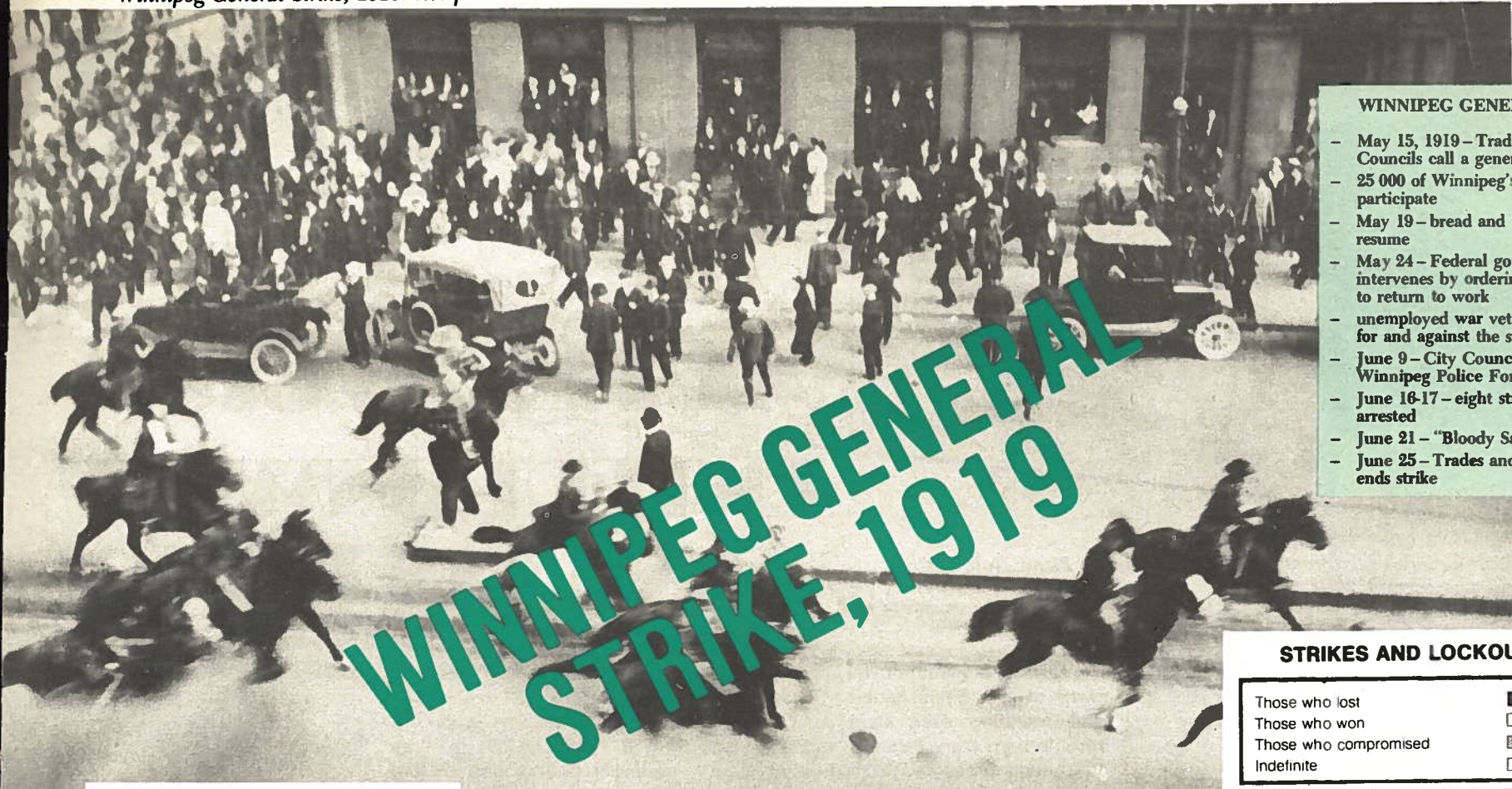
1. Unemployment and the fear of unemployment.
2. High cost of living in relation to wages and the desire of the worker for a larger share of the product of his labour.
3. Desire for shorter hours of labour.
4. Denial of the right to organize and refusal to recognize Unions.
5. Denial of collective bargaining.
6. Lack of confidence in constituted government.
7. Insufficient and poor housing.
8. Restrictions upon the freedom of speech and press.
9. Ostentatious display of wealth.
10. Lack of equal educational opportunities.

Labour Gazette 1919.



Boys as young as nine years of age worked in the British Columbia mines as mule boys before 1920. Child labour became illegal during the 1920s.





# WINNIPEG GENERAL STRIKE, 1919

- WINNIPEG GENERAL STRIKE**
- May 15, 1919 - Trade and Labour Councils call a general strike
  - 25 000 of Winnipeg's work force participate
  - May 19 - bread and milk deliveries resume
  - May 24 - Federal government intervenes by ordering postal employees to return to work
  - unemployed war veterans stage parades for and against the strike
  - June 9 - City Council dismisses Winnipeg Police Force
  - June 16-17 - eight strike leaders arrested
  - June 21 - "Bloody Saturday"
  - June 25 - Trades and Labour Council ends strike

FRED TIPPING, A PROMINENT LEADER OF THE WINNIPEG GENERAL STRIKE WAS INTERVIEWED IN 1973.

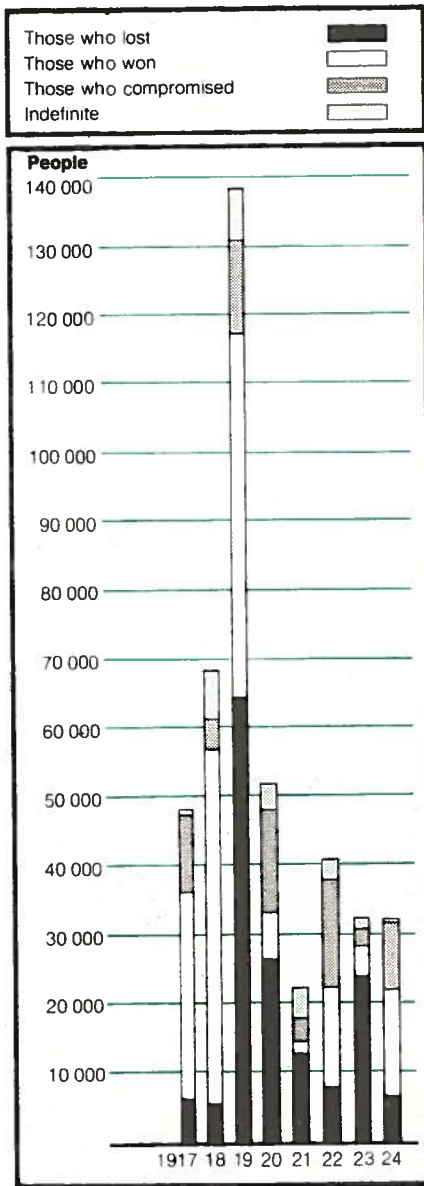
"It was the demand on the part of the workers for the right of collective bargaining. The government was on record as favouring it, trade unions were legal organizations. There were already some craft unions, but for the most part business refused to recognize the existence of unions. . . . Judged by conditions of today it is certainly remarkable that there was so little violence. There was no looting or stealing. Again and again the strike committee repeated the maxim and posted it all over the place - DO NOTHING. . . . While it is true that labour did not gain its immediate objective, it gained for the trade union movement a recognition. All the men who were imprisoned, or others active in the strike, received public recognition."

Canadian Dimension, May, 1973

## Mob Attacked Mounted Police Who Were Forced to Fire—Riot Act Read

Mike Sokolowski, a Registered Alien Shot Through Heart and Instantly Killed, Presumably While Stooping to Pick Up Missile—Thirty of Injured, Including Several Members of R.N.W.M.P., Taken to Hospital, But Ten Were Sent Home After Minor Wounds Had Been Treated—Believed All of Injured Will Recover—Police Did Not Open Fire Until Several Minutes After Riot Act Was Read, and in Majority of Cases Fired Into Pavement Or Into Air—Police Fired On From Roofs and Windows—Military Called Out to Help Suppress Riot *Winnipeg Free Press, June 23, 1919*

### STRIKES AND LOCKOUTS



## VOLLEY OVER HEADS OF CROWD, FIRST SHOTS IN STEEL STRIKE AT SYDNEY

Nights of Excitement at Coke Ovens District of Steel Plant—Troops Fired Over Heads of Strikers on Saturday Night, and Began to Mount Machine Gun—Last Night Saw Charges by Mounted Provincial Police, Local Police Sorties and Armed Troops in Warlike Attitude—Several Men Received Injuries—Two Are Under Arrest. *Halifax Herald, July 2, 1923*

## GENERAL STRIKE CALLED FOR NOON TODAY: MINERS SUPPORT SCOTIA TIE-UP

Mass Meeting at Glace Bay Decides Upon Complete Walkout in Cape Breton Unles Men Are Reinstated—Some Seven Thousand Would be Affected—Mines On North Side of Sydney Harbor Are Idle; and Pitmen of South Side Take Sympathetic Stand. *Halifax Herald, June 15, 1923*



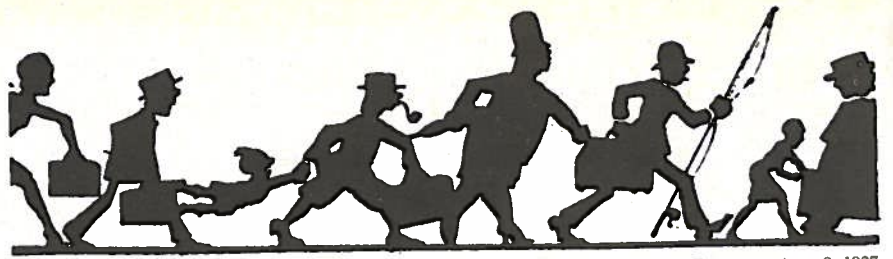
# 1923 CAPE BRETON COAL STRIKE

The Canadian army camped outside of Sydney, Nova Scotia steel plant, 1923.





Balloon bursting race at a Toronto Transit Commission Picnic, July, 1926



Manitoba Free Press, Aug. 6, 1927.

# AFTER WORK: ENTERTAINMENT AND CULTURE

The silver and silent [movie] screen arrived across Canada in the cities, and towns of over 5 000 people. Canadians enjoyed a wide range of talent in films featuring such stars as Charlie Chaplin, Douglas Fairbanks Jr., Toronto-born Mary Pickford and Clara Bow, the "It" Girl. The 451 theatres of Canada presented a mixture of stage, vaudeville and motion picture entertainment throughout the 1920s. The first two rapidly disappeared when the "talkies" arrived in 1928.



Mary Pickford plays Little Annie Rooney.

## DANCES OF THE 1920s

- |              |                |
|--------------|----------------|
| Shimmy       | Waltz          |
| Black Bottom | Fox-Trot       |
| Bunny Hop    | Tango          |
| Charleston   | Turkey Trot    |
| Butterfly    | Cheek to Cheek |
| Strut        |                |



Ontario Agricultural College Orchestra, Guelph, Ontario, 1922-23



Manitoba Free Press, Aug. 19, 1927



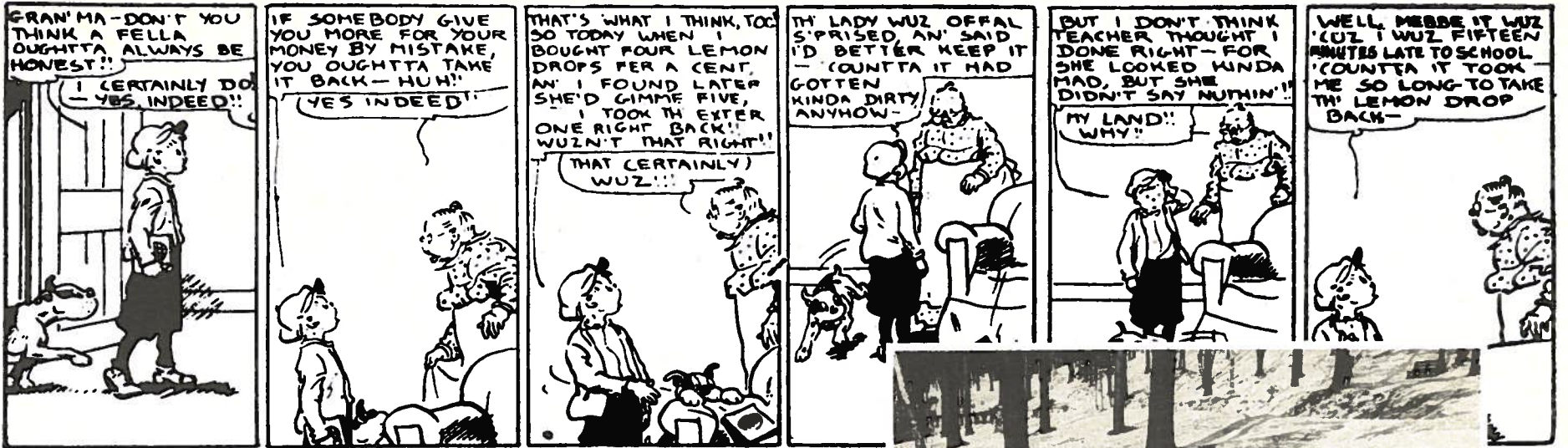
A couple dancing the Charleston

## 1920s HIT PARADE

1. Ain't We Got Fun
2. Sweet Georgia Brown
3. Birth of the Blues
4. Bye Bye Blackbird
5. When the Red, Red Robin Comes Bob, Bob Bobbin' Along.
6. It Ain't Gonna Rain No More.
7. I'm Looking over a Four Leaf Clover
8. Happy Days Are Here Again
9. Tea for Two
10. Look For the Silver Lining
11. Yes, We Have No Bananas
12. Sunny Side up
13. This Is My Lucky Day
14. Barney Google
15. Let's Do It, Let's Fall In Love







London Free Press, Oct. 18, 1929



A great source of family fun was the company picnic. Here the line-up waits for free ice-cream, summer of '29



Sleighing, snowshoeing, and skiing were all popular winter sports at Toronto's High Park.



Country church scene

The church in rural and small-town Canada was the centre of social life for young and old alike. If a congregation was big enough to support its own clergyman, religious services were often held twice on Sunday.

During the week, according to the seasons, there were other church-centred activities such as strawberry socials and free harvest suppers.

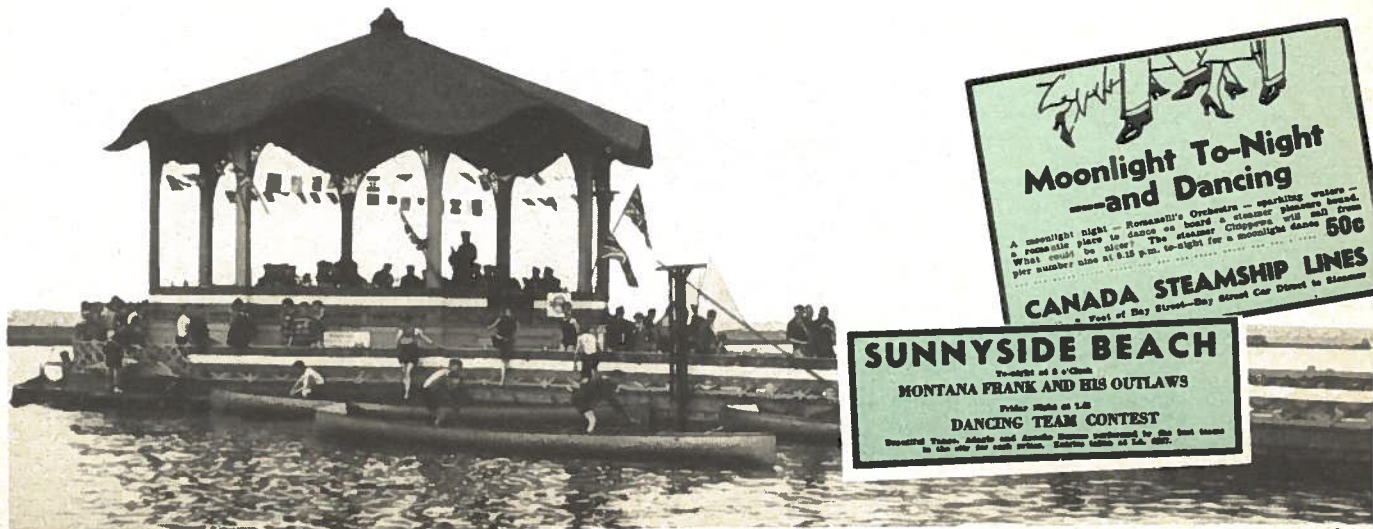
In the winter months, a young people's group often put on a play and a box lunch social. The play was rehearsed in homes on cold winter evenings; a box lunch was put together and decorated by each girl, to be bid upon by her favorite young man. Occasionally some smart alec might bid against her steady beau, forcing the price of the box lunch up to \$7 or \$8. In this way the group raised money for items such as gramophones and phonograph records.

THE GROUP OF SEVEN

J. E. H. MacDonald Frank Johnston Franklin Carmichael  
A. Y. Jackson Arthur Lismer Fred Varley Lawren Harris

In 1920 a group of painters mostly from Ontario and Quebec decided to form "a friendly alliance for defence" against negative responses to their work from art critics, other artists and the Canadian public. Named the Group of Seven, they had worked closely with Tom Thomson (who drowned in a mysterious accident on Canoe Lake in Algonquin Park in 1917) and they inspired others such as Emily Carr of Victoria, B.C.

Determined to paint Canada in a new and distinctive manner, the Group despite their fears met with critical acclaim and much public acceptance. In fact, their very success in encouraging Canadians to appreciate the beauty of Canada's landscapes and Canadian artistic interpretation made it rather difficult for other artists of the time to develop a diversity of styles and subjects.



Band Stand at Sunnyside Beach, Toronto, June 18, 1924

**Moonlight To-Night and Dancing**  
A moonlight night - Romani's Orchestra - sparkling waters - a moonlight place to dance on board a clamor pleasure boat. What could be nicer? The steamer Clippers will leave pier number also at 8:15 p.m. To-night for a moonlight dance. 50c

**CANADA STEAMSHIP LINES**  
SUNNYSIDE BEACH  
Tonight at 8 o'clock  
MONTANA FRANK AND HIS OUTLAWS  
Dancing Team Contest