

The Changing Face of Canada

Introduction to the 1950s

Spy vs Spy Rules

“ Inside the envelope is your target.

“ Keep your target a secret.

“ You must ‘kill’ your target by hitting them with a clean sock.

“ If anyone sees you hitting your target, your ‘kill’ doesn’t count.



Spy vs Spy Cont.

“ Once you ‘kill’ your target, you take over their target.

“ The last spy standing wins.

“ Please note that this should not disrupt classes. All ‘kills’ must happen before or after school, during lunch and between classes.

“ We will check periodically to see who is still in the running.

Song of the Day

“ Each day we will play a song from the time period we are studying.

“ Remember which day you signed up.

“ When you bring in your song, make sure it's from the correct time period.

“ Please make sure the song is appropriate.

“ Sign up on the sheet going around.

Preassessment

“What do you know about the 1950s?”

“http://www.polleverywhere.com/free_text_polls/3hmwmYK4ON7KwLs”

Population Boom

“ There was a population boom post WW2 known as the baby boom.

“ 6.7 million children were born in between 1946-1961

“ There was a boom in First Nations populations as well.

The Suburbs

“ With an increased population, more housing was needed.

“ Suburbs were formed on cheaper land outside of cities. They had large lots with big houses and lawns with patios.

“ People would drive into the cities to work.



In the 1950s, Canadians bought 3.5 million cars. For suburbs, they were a necessary convenience. But the increased purchasing of cars increased society's dependence on oil and increased pollution.

The Age of the Automobile

“ In the 50s, the ideal woman was a stay at home mother.

“ Delinquent children were the fault of working mothers.

“ But not everyone could afford to stay at home.



Women in the 50s

Teen Culture

“ The baby boomers changed a lot of things. They spent more time in school than the previous generation. And manufacturers made new things for them.

“ Much to the chagrin of their parents many teenagers began to enjoy a new style of music called rock and roll.



Elvis Presley

After this performance, television producers banned camera shots of Elvis from the waist down.

- “ Early 1950s: Televisions cost 20% of the average family income.
- “ It quickly became a necessity for those with children.
- “ They watched shows such as *Lassie* and *The Mickey Mouse Club*.
- “ Families watched game shows, comedies and variety shows.
- “ Advertisers began to send the message that consumption led to happiness. Rationing was far behind them.



Consumers
TV and

Protecting Canadian Culture

“The problem was that most television was American. Children began to identify with American culture more than ever before.

“The Massey Commission (1949) was a body set up by the liberal government to investigate the state of Canadian culture.

“It determined that our culture was in need of protection.

Solutions

“ The CBC was put in charge of developing television for Canada

“ The National Film Board (NFB) was strengthened.

“ The Canada Council of the Arts was created.

“ The Canadian Radio-Television and Telecommunications (CRTC) was created (in 1968).

Post War Immigration

“ On top of the baby boom, post war immigration added to the population boom in Canada.

“ After WW2, the veterans began to return but many of them did not come alone, they brought their war brides with them.

“ Additionally, Canada accepted 165,000 displaced persons (people from concentration camps and those just generally displaced by the war.

Post Assessment

“ On a flashcard, please write out one question you have about the Cold War and hand it to me before you leave.