

# CHAPTER 3

1939 TO PRESENT-DAY  
*Modernization of Québec,  
Quiet Revolution  
& Contemporary Québec*

# PART 5

***Consumer society,  
Canadian federation &  
Indian residential schools in Québec***

***Consumer society***

# Americanism

From the 1950s to the end of the 1970s, American culture was spreading swiftly through movies and television in Québec:

- valued **freedom**
  - valued **consumption** and **material comfort**
  - valued **individualism**
  - valued **economic success**
  - valued **modernity**
- This American way of life **became desirable for many Quebecers.**



Hollywood movies and TV series showed images of a rich and prosperous America, a place where middle-class families owned cars and appliances.



# Americanism

## The influence of the USA created a MASS CULTURE:

- The transmission of American lifestyle, attitude, values and behaviours
  - pushed the Western world toward uniformity based on what was portrayed on the screen
  - pushed aside traditional cultures for the attractions of modernity.

Comparez-les toutes les 3—vous constaterez que  
**LA PLYMOUTH 1955** entièrement nouvelle est  
la plus longue—la plus basse—la plus nerveuse



La plus grosse des 3 marques de voitures à prix populaire...  
d'une enlèvrante nouveauté avec sa ligne animée... son  
style élancé... ses puissants moteurs 6 et V-8!

**V-8 ou 6**  
• **SURCROÛT DE PUISSANCE**—Le nouveau My Fire V-8, 157 CV, est le moteur le plus perfectionné dans son genre. Efficacité supérieure, meilleur rendement au gallon. Ou vous pouvez choisir les nouveaux moteurs Power Flow ou PowerFlow Special d'une conception reconnue pour l'économie et la sûreté.  
• **TROIS TRANSMISSIONS**—Vaste choix de transmissions—La transmission Synchro-Silent est standard; la transmission automatique Powerflite ou la surmultiplication sont facultatives, moyennant supplément.  
• **SERVO-MÉCANISMES**—La manœuvre devient automatique grâce aux servo-mécanismes Plymouth: servo-direction à effet constant, servofreins, monte-glaces automatiques et sièges réglables automatiques sont à votre disposition moyennant supplément.

**C'est le véhicule qui soutient toutes les comparisons!** La Plymouth est cette année plus longue de dix pouces... de beaucoup la plus longue des trois marques de voitures à prix populaire. La plus spacieuse également. Il y a plus d'espace intérieur à partir du tableau de bord au siège arrière... le compartiment à bagages loge mieux.  
**Des années en avance sur le style!** La plus basse et la plus raccourcie des trois. Capot plus long... grille plus massive... phares très puissants installés en retrait sous l'angle gracieux des ailes avant.  
**Construite pour durer!** Lorsque vous comparez les trois au point de vue résistance et durée, ne manquez pas de considérer que la Plymouth plus parce qu'elle est plus solide et plus forte. Nombre de nouvelles caractéristiques précieuses dont ressorts arrière plus larges, moulin-glaces électriques, freins de stationnement indépendants.  
Votre dépositaire Chrysler-Plymouth-Fargo vous invite à comparer les trois. Car si vous le faites vous préférerez sûrement la Plymouth.

**VISIBILITÉ ACCRUE** grâce au nouveau pare-brise "plein horizon" à pente gracieuse et aux montants inclinés vers l'arrière. C'est le premier pare-brise vraiment enveloppant... qui assure une visibilité au haut, là où elle compte le plus, aussi bien qu'au bas.

**COMMODITÉ ACCRUE** grâce au levier sélecteur de la transmission automatique fixé sur le tableau de bord, où il peut être actionné du doigt.

**NOUVELLE ÉLÉGANCE** dans un intérieur plus spacieux, capitonné de tissu entièrement nouveau aux couleurs et finis ravissants. Les sièges, les portes et le tableau de bord en deux tons sont en harmonie parfaite avec les couleurs de la carrosserie.

Construite au Canada par la Chrysler Corporation of Canada, Limited

POUR LA MEILLEURE AUBAINE DE L'ANNÉE VOYEZ VOTRE DÉPOSITAIRE CHRYSLER-PLYMOUTH-FARGO

**DENAULT & LORRAIN LTD**  
361 St-Jacques    Tél: 4444    St-Jean    Qué.

**3.33** Advertisement that appeared in the journal *Le Canadien français* from January 13, 1955.





# *Things Money Can't Buy-*



# Critics of mass culture

Some critics saw mass culture as a way for a small number of people to:

- **dominate** the greater population
- **shape the opinions** of the greater population
- **shape the consumer behaviour** of the greater population.

According to this perspective, the public:

- follows fashion trends and spends money uncritically
- doesn't think about their authentic tastes, needs and values.



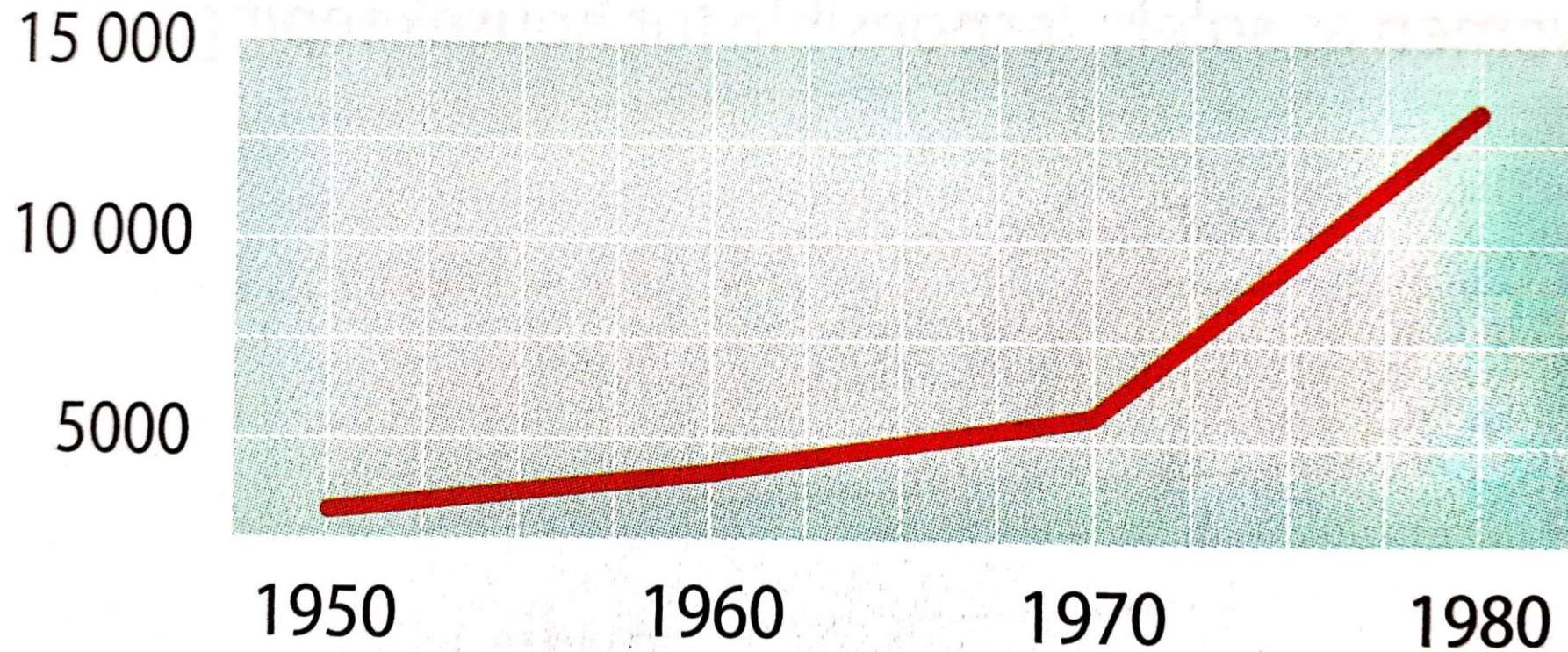
# Increased purchasing power

During the post-war boom (1945-1975),  
circumstances were very favourable for workers:

- Salaries increased much faster than the cost of living
- Credit cards became more common
- RESULTS:
  - There was a significant **increase in purchasing power**
  - Quebecers started **consuming more**.

**3.34**

## INCREASE IN THE AVERAGE SALARY IN QUÉBEC FROM 1950 TO 1980



Source: Statistics Canada.

# Consumerism

Regardless of age and sex, people's lives became more and more defined by consumerism:

- Food sector
  - New technologies allowed **once-exotic fresh foods** to be imported throughout the year (orange, eggplant, kiwi, etc.)
  - **Packaged foods** and **fast food** became more common.
- Less and less time was spent repairing objects, and **disposable products** flooded the market.



# Consumerism

- Department store catalogues were increasingly used for ordering products delivered to the home.





# Consumerism

- Homes bought a wider range of **technological devices** (portable radios, video recorders, TVs, VCRs, food processors, vacuum cleaners, etc.)

Un Noël qu'ils n'oublieront jamais

TV À IMAGE PROFONDE 1956

**RCA VICTOR**



Quelle joyeuse et inoubliable émotion pour chacun quand le principal cadeau près de l'arbre de Noël sera un RCA VICTOR, supérieur de 7 façons en 1956 — la télévision la plus populaire au monde!

DAVIS de luxe 21" RCA VICTOR 1956  
"Image profonde" de superbe rendement, magnifique console rabattable. Fini noyer \$449.95

UTILISEZ ÉGALEMENT VOTRE TÉLÉVISEUR COMME PHONOGRAPHE

L'accessoire tourne-disques automatique 45" RCA Victor 6371 RCA Victor ne coûte que \$18.95 y compris \$5.00 de disques "45" RCA Victor de votre choix... GRATIS!

Bartram 21" RCA Victor  
Fiquante beauté moderne... rendement supérieur de 7 façons. Choix de bois. Noyer \$399.95\*

Salisbury de luxe 21"  
Châssis super-puissant à "image profonde". Éléance remarquable. Choix de bois. Fini noyer \$439.95\*

Blaise 24" RCA Victor  
Images plus grandes que nature, consolette magnifique. Choix de bois. Fini noyer \$369.95\*

Offrez le cadeau qui se perpétue

Prix de liste suggérés. \*Éléger supplément pour fini exotique ou chaire exotique. Un peu plus cher dans l'Ouest.

**RCA VICTOR**  
La télévision la plus populaire au monde

pour ELLE un Moulinex  
pour LUI des bons petits plats



**LE ROBOT CHARLOTTE**

Une petite usine complète  
Démontage et nettoyage instantanés.

**88<sup>NF</sup>,00**

Hachoir à grand rendement  
Râpe, coupe, tranche légumes et fromages.

Presse-fruits : oranges, citrons, pamplemousses.

**BATTEUR**  
3 jeux de 2 fouets éjectables automatiquement.  
**28<sup>NF</sup>,60**

**SECHE-CHEVEUX**  
ultra-léger. Rendement intensif. Suppl. pour 220 V. **19<sup>NF</sup>,00**

**HACHOIR-MÉNAGER**  
son Bloc-Râpeur  
L'ensemble du combiné **49<sup>NF</sup>,90**  
12,00 NF  
59,90 NF

**MIXER-BABY**  
Le potage en 15 secondes !  
La Mayonnaise-Eclair L. etc.  
**34<sup>NF</sup>,50**

**Moulinex**  
PRIX ET QUALITÉ PAR LA PRODUCTION DE MASSE

# Advertising

- A form of mass communication that accelerates the diffusion of new products and ideas.
- It encourages people to adopt specific behaviours, like what products to buy and when.

*Un Noël qu'ils n'oublieront jamais*  
TV À IMAGE PROFONDE 1956

## RCA VICTOR



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UTILISEZ ÉGALEMENT VOTRE TÉLÉVISEUR COMME PHONOGRAPHE



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*Offrez le cadeau qui se perpétue*

Prix de liste suggérés. \*Léger supplément pour fini acajou ou chêne cérusé. Un peu plus cher dans l'Ouest.

**RCA VICTOR**  
La télévision la plus populaire au monde



# Advertising

## Advertising became more and more common:

- Ads **invaded public and private space**
  - They appeared in newspapers, magazines, in neon lights, on the radio, in movies and **especially on TV**
  - The broadcast images and slogans saturated the thoughts of individuals and the culture at large.
- Advertising became inseparable from **economic development**
  - Advertisers used psychological and sociological concepts to reach consumers
  - Marketing became an art form.

# Advertising

## Advertisements used common stereotypes to sell their products:

- From 1950 to 1970, the image of the **housewife** was central
  - For example, she was shown happily using home appliances for cooking and cleaning.
- The feminist movement put pressure on advertisers to change to sexist image of women as solely responsible for housekeeping.

*I've Found Five Delicious New Ways To Serve Chopped Meat!*



**1 Beans And 'Burger Casserole.**  
Fry chopped meat lightly. Combine in layers with Heinz Oven-Baked Beans in tomato sauce with pork. Sprinkle with 2 tablespoons brown sugar and ¼ cup Heinz Tomato Ketchup. Bake half an hour.

**2 Barbecued Steak**  
1 lb. ground round steak  
1 tsp. salt  
¼ cup Heinz Tomato Ketchup  
1 tbs. Heinz Worcestershire Sauce  
1 tbs. Heinz Pure Cider Vinegar  
1 tbs. sugar

**3 Bitki à la Romanoff** are nothing more than usual hamburgers—fried in butter—with 3 tablespoons each of sour cream and Heinz zippy, zesty Tomato Ketchup added to the gravy in the pan. But wonderful!

**4 Parisian Hors d'Oeuvre Patties**  
¼ lb. raw lean steak  
2 tbs. bread crumbs  
½ cup milk  
1½ tbs. chopped Heinz Sweet Gherkins  
2 tbs. chopped cooked beets  
½ tsp. salt  
Dash white pepper  
Slices white bread—2½ x 5 inches  
Heinz Tomato Ketchup

**5** For a pretty-special meat loaf, add ¼ cup Heinz Ketchup to your favorite recipe. And for a change, bake it in a ring mold!

**ADD THIS DASH OF DIFFERENCE TO YOUR COOKING**

BRING Heinz Tomato Ketchup to the rescue when family menus need a lift! New dishes or old favorites take on sprightly appetite-appeal when you add a dash of this rich, savory sauce. That's not surprising, when you know that Heinz Ketchup is a grand mingling of flavors in itself. For it's the simmered-down goodness of Heinz pedigree tomatoes, vine-ripened and picked at the peak of flavor, Heinz Vinegar and rare, imported spices. You'll want two bottles handy—one for the table and one in the kitchen.

**Heinz TOMATO KETCHUP** 57

WHEN YOU ATTEND the New York World's Fair, H. J. Heinz Co. cordially invites you to visit the beautiful Heinz Dome.







### Office lunch... Have a Coke

Folks find there's always a welcome for ice-cold Coca-Cola—at work, at their favorite eating place, shopping or wherever the busy day takes them. So when lunchtime rolls around, it's natural for everyone to say *Let's have a Coke with lunch.* It's easy to relax with the pause that refreshes with ice-cold Coca-Cola—a grand way to break the day. It makes lunchtime so refreshing.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trademarks which distinguish the product of The Coca-Cola Company.



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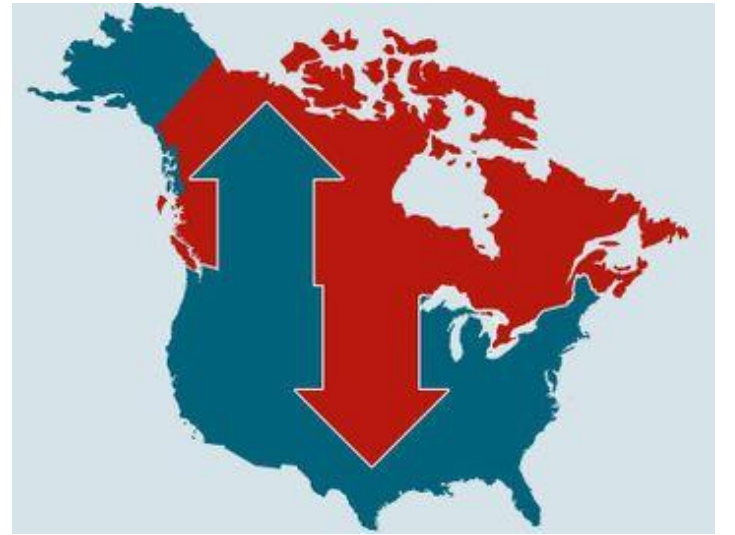


***Canadian federation***

# Canadian economy

## Canada's economy became dependent on the United States after WW2:

- After WW2, the USA asserted itself as the leading world power.
- The USA's economic grip on the globe grew steadily.
- In 1995:
  - **59.8% of Canada's exports** went to the USA
  - **72.9% of Canada's imports** came from the USA.
- Trade between Canada and the USA was facilitated by the construction of the **St. Lawrence Seaway**, which opened in 1959.

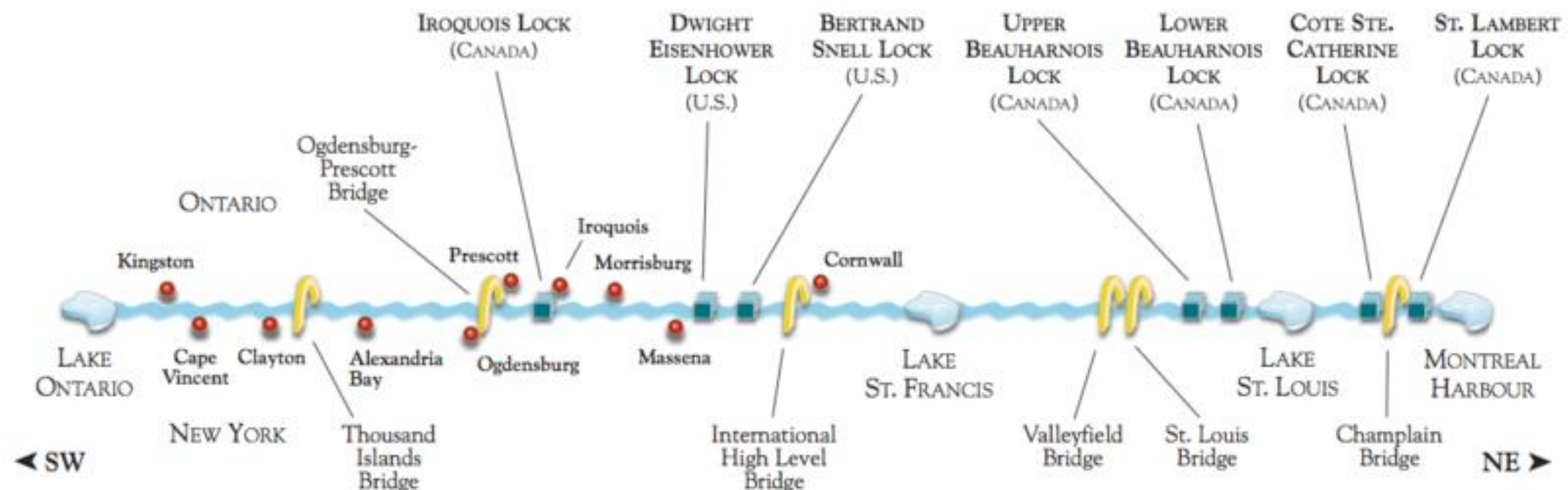






## **Opening of the St. Lawrence Seaway in 1959**

- This shipping route consisted of a set of channels, 15 locks (13 in Canada and 2 in the USA) and 5 canals.





# Television broadcasting

## Canadian Broadcasting Corporation (1952):

- The creation of the CBC in 1936 led to the development of a radio broadcasting network.
- **In 1952**, it was followed by **television broadcasting**
  - The CBC provided the country with Canadian programming.
  - It was **created by the Canadian government to protect and promote Canadian culture.**



# Royal Commission on Bilingualism and Biculturalism

It was created by Canadian PM Lester B. Pearson in 1963:

- The inquiry **revealed** that
  - francophones were not well represented among the federal government's decision makers.
  - francophone minorities outside Québec had less access to education in their own language than the anglophone minority within Québec.
  - throughout Canada, francophones were unable to work or receive adequate public services in their own language.



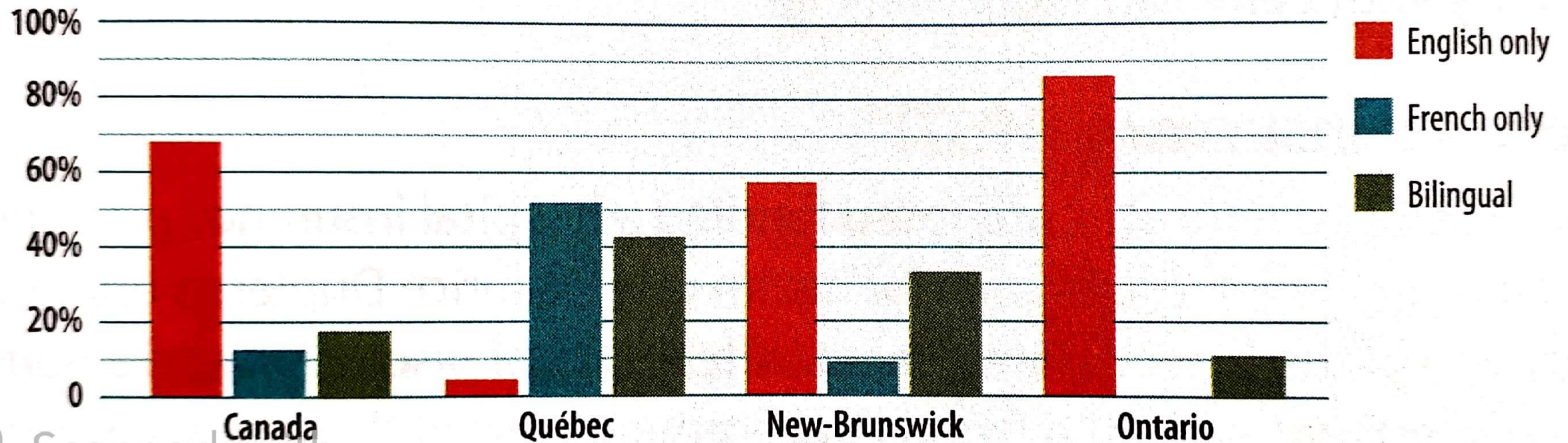


# Royal Commission on Bilingualism and Biculturalism

It was created by Canadian PM Lester B. Pearson in 1963:

- The commission's report resulted in many changes at both federal and provincial levels:
  - **The *Official Languages Act* (1969) imposed bilingualism in federal institutions.**
  - The 9 majority anglophone provinces improved access to education for francophones and the teaching of French as a second language.
  - The province of New Brunswick declared itself officially bilingual.
  - The federal government created the Ministry of Multiculturalism to promote cultural diversity throughout the country.

## PROFICIENCY IN OFFICIAL LANGUAGES IN CANADA IN 2011



Source: Commissioner of Official Languages.

## CANADA'S OFFICIAL LANGUAGES

- According to this table, Canada was actually NOT a particularly bilingual country in 2011.
- Québec was and remains **the province with the highest rate of bilingualism.**



***Indian residential schools  
in Québec***

# Indian residential schools

In the 1950s and 1960s, a number of new Indian residential schools were created in Québec:

- 2 OBJECTIVES:
  1. **Assimilating** Indigenous children.
  2. Further enforcing a **sedentary way of life** on Indigenous people.

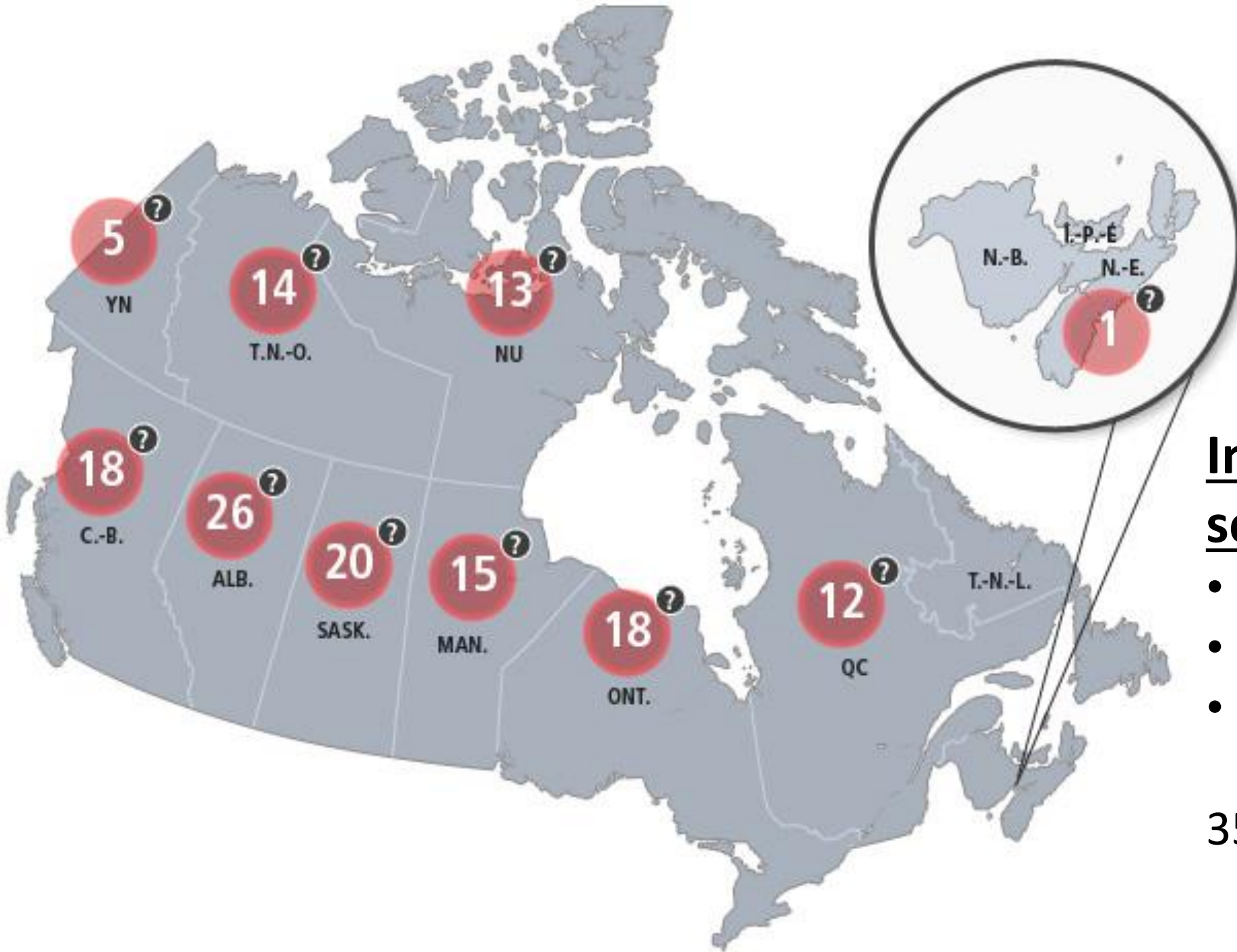


# Indian residential schools

Québec's 1943 *Act Respecting Compulsory School Attendance* required all children in the province to go to school:

- This act led to the construction of Indian residential schools in the province.
- At the age of 5 or 6, Indigenous children were uprooted from their families and transported to residential schools in the province, often far away from their homes.
- Consequently,
  - Indigenous communities were left **childless**, deeply impacting families.
  - it **redefined the role of the elderly** in the transmission of knowledge and culture.





## Indian residential schools in Québec

- 4 Catholic
- 2 Anglican
- 6 non-denominational

35 deaths

# Indian residential schools

## Educational activities:

- Teaching consisted of **basic instruction**.
  - The main focus was on **instilling the Catholic religion and values of the Euro-Canadian society** in Indigenous children.
    - They were forbidden to speak their mother tongue
    - They were separated from their siblings
    - They had their hair cut short
    - They had their traditional clothing taken away
    - They were given European names or ID numbers.
  - The day was divided between **learning school material** (including religion) and **manual labour** (to cover the costs of managing the schools).



# Indian residential schools

## Indian residential school system in Canada:

- They were **run by the government and the Church**
  - Catholic Church: 60%
  - Anglican Church: 25%
  - Presbyterian churches controlled the rest.
- In all,
  - there were 139 residential schools across Canada
  - more than 150,000 Indigenous children were sent to these schools
  - approximately 6,000 died at these schools (the mortality rate was 5 times higher than in the rest of the population).
- The institutions were created in the 1830s and **disappeared completely in the mid-1990s.**





# Indian residential schools



In 1883, John A. Macdonald said:

*“Indian children should be **withdrawn as much as possible from the parental influence**, and the only way to do that would be to **put them in central training industrial schools** where they will **acquire the habits and modes of thought of white men.**”*

# Indian residential schools

- Children experienced physical, psychological and sexual **abuse**.
- Many have suffered serious and lasting consequences:
  - Depression, attachment disorders, drugs and alcohol problems, prostitution, suicide and violence.
- In 2006, the federal government introduced the *Indian Residential Schools Settlement Agreement* to:
  - acknowledge the government's wrongdoing
  - compensate former students.
- In 2008, PM Stephen Harper recognized the harm caused by these schools and apologized on behalf of the government.