

CHAPTER 2

1896-1939

*Nationalisms and
Canadian Autonomy*

PART 7

Mass culture

Mass culture

DEFINITION:

Culture destined for a wide public.

TOURIST HOTELS
Why's who in the country?
To see, to know, to learn
The "Daily News" volume

DOUBLE UP!
Multiply your fun, victory
Lost something by one
and carry up

VOL. 35-30, 341, NEW SERIES TORONTO, MONDAY, NOVEMBER 21, 1918 PRICE TWO CENTS

ARMISTICE IS SIGNED

Official Announcement Made of Agreement Bringing Hostilities to Close

SECOND EXTRA CONQUERED ENEMY YIELDS TO TERMS OF MARSHAL FOCH

Armistice Agreement is Signed in Battle Zone
by the German Plenipotentiaries
Bringing World War to Close

Canadian Associated Press.
Washington, Nov. 11.—(Flash.)—The armistice has been signed. Timed 2:55 a.m.

Washington, Nov. 11.—The world war will end this morning at six o'clock, Washington time, 11 o'clock, Paris time. The armistice was signed by the German plenipotentiaries at midnight. This announcement was made by the State Department at 2:55 o'clock this morning.

Washington, Nov. 11.—(By the Associated Press).—Armistice terms have been signed by Germany in the battle zone announced at 2:45 o'clock this morning. There was an announcement as to whether hostilities had ceased at the hour at which they would cease. The department's announcement reads: "Armistice has been signed."

The announcement was made verbally by an official of the State Department in this form:

"The armistice has been signed. It was signed at five o'clock a.m. Paris time and hostilities will cease at 11 o'clock this morning, Paris time."

The terms of the armistice, it was announced, will not be made public until later. Military men here, however, expect it to contain that they include: "Immediate retirement of the German military forces from France, Belgium and Alsace-Lorraine."

Disarming and demobilization of the German army.

Occupation by the allied and American forces of such strategic points in Germany as will make impossible a renewal of hostilities.

Delivery of part of the German High Seas Fleet and a certain number of submarines to the allied and American naval forces.

Disarmament of all other German warships under supervision of the allied and American navies which will guard them.

Occupation of the principal German naval bases by sea forces of the victorious nations.

Release of allied and American prisoners of war and civilians held prisoners in Germany without such reciprocal action by the Associated Governments.

Whole World Shook.
The signing of the armistice came at a moment when the world was in a state of intense excitement.

The armistice agreement was signed at the battle zone, in the town of Compiègne, France.

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"WHERE POPPIES GROW."

GERMANY ON FIRE FROM END TO END

Railway Stations Occupied—
Even Seized—Frontier
Under Guard

Canadian Press Dispatch.
Compiègne, Nov. 11.—The railway stations in the battle zone have been occupied by the allied forces. The frontiers are under guard.

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History of the World War Presented in Brief Form

May 11—Germany declares war on France.
August 4—Germany declares war on Britain.
September 1—Germany declares war on the United States.

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EBERT, SOCIALIST, NAMED CHANCELLOR

Issues Proclamation Saying His
Plans People's Govern-
ment

German Press Dispatch.
Berlin, Nov. 11.—The German government has named Friedrich Ebert, leader of the Social Democratic party, as Chancellor.

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SOCIALIST HEADS NEW GOVERNMENT; REVOLT WIDENS

Berlin Garrison Quickly Goes Over and Little
Bloodshed is Reported in Capital—
Ebert's Becomes Chancellor

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BULLETINS

NEW KILN'S DISCOVERY.
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Mass culture

The end of WW1 led to a period of excess and prosperity in many Western countries – the “Roaring Twenties” (1920-1929):

- It was a time of **rejoicing, optimism and peace** after the horrors and hardships of WW1
- WW1 was followed by a period of **economic prosperity (boom)** as consumers began to **buy more products** – there was a feeling of liberation sensed with the end of rationing
- Canadians indulged in **more entertainment** (movies, restaurants and nightclubs)
- For those who could afford it, **novelty and luxury** were the order of the day.



"THE ROARING TWENTIES"

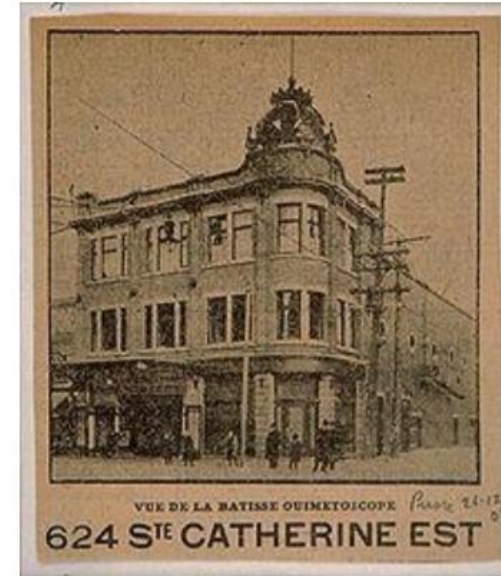
A Warner Bros. PICTURE
COPYRIGHT MCMXXXIX BY WARNER BROS. PICTURES, INC.

Mass culture

CINEMA

Opening of the Ouimetoscope in 1906 in Montréal

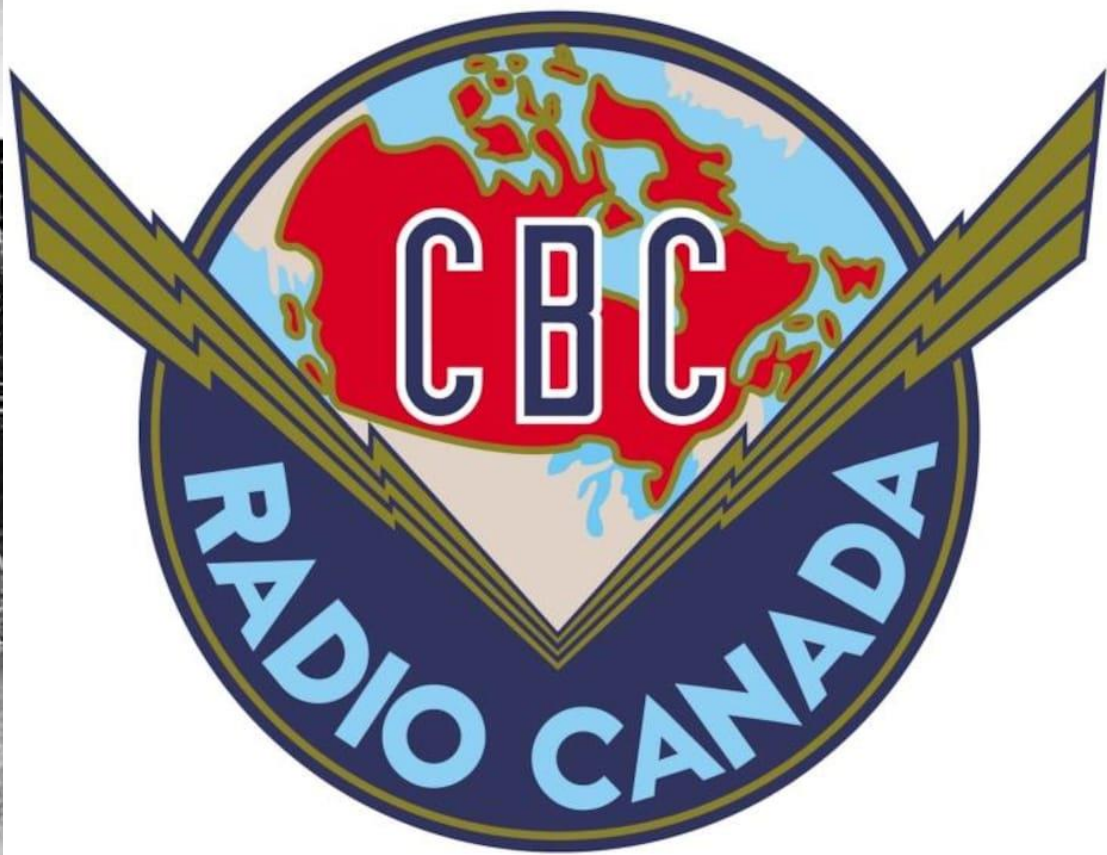
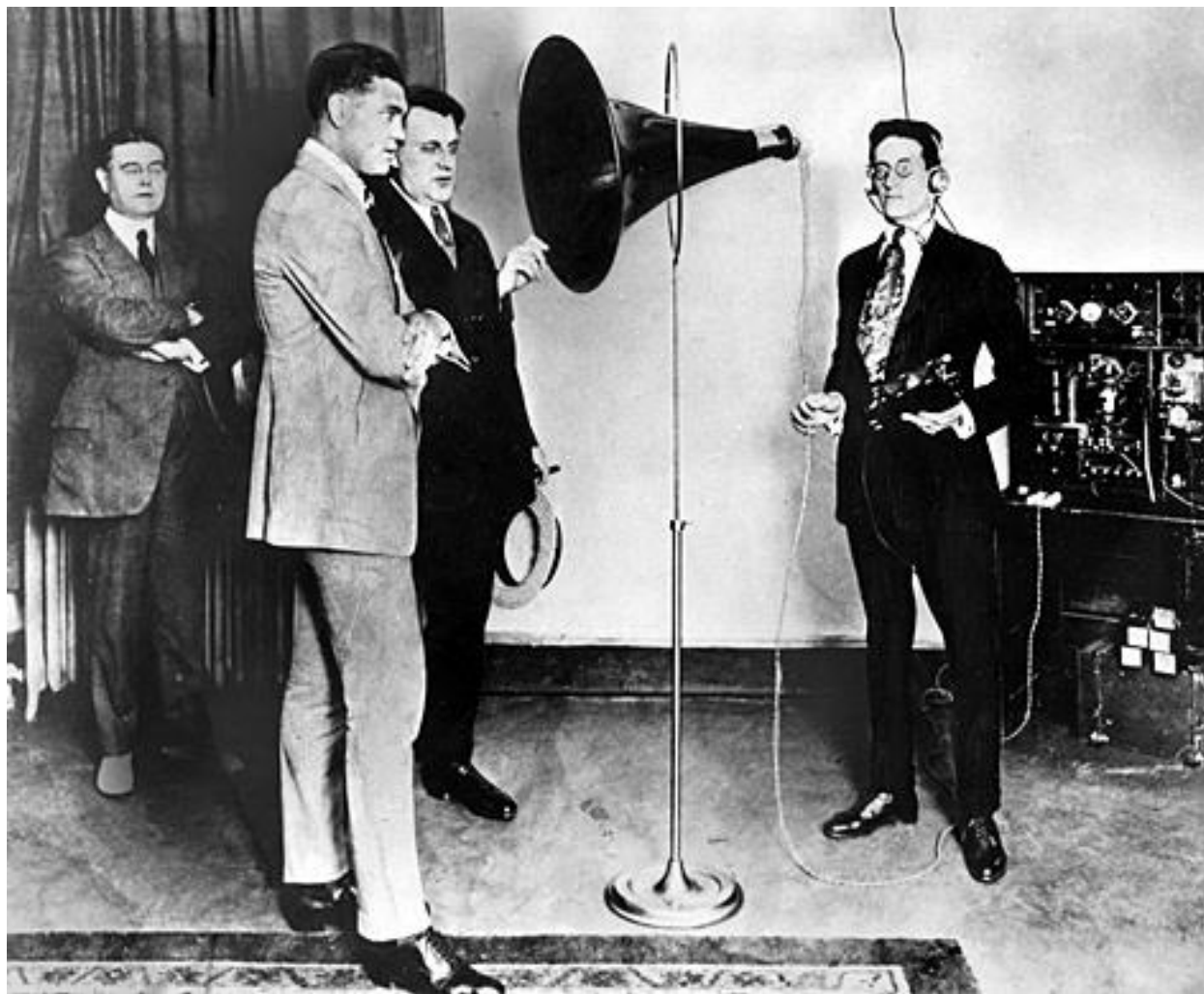
- Montréal's first cinema
- Named after Léo-Ernest Ouimet (owner)
- Tickets cost 10-25 cents (middle-class)
- Movies showed stereotypes of French-Canadian culture (lumberjacks, gold panners, the RCMP, etc.)
- The government made films promoting immigration (NFB of Canada)



Mass culture

RADIO

- The introduction of commercial radio and entertainment programs satisfied the public's taste for novelty and popularized new trends, like [jazz music](#) and [the Charleston](#)
- **CKAC** was the first francophone radio station in North America in 1922
- Canadians mainly listened to **American radio stations**
- In 1936, **CBC/Radio-Canada** was created because the Canadian federal government felt that radio should be a government service, not a profit-driven business
 - In Québec, Radio-Canada broadcasted programs like radio dramas that **promoted French-Canadian society**
 - In 1939, Radio-Canada launched *La soirée du hockey*, **broadcasts of Montreal Canadiens hockey games.**



Mass culture

FLAPPERS

- **Women began reclaiming their bodies through fashion** during the Roaring 20s
- Many women adopted the flapper style of dress, cut their hair short, wore pants and smoked in public.



Mass culture

PROFESSIONAL SPORTS

- **The quest for new recreational activities fuelled enthusiasm for sports**
- The invention of the airplane made it possible for athletes to travel farther to take part in sporting competitions. For example, in 1908, Canadians participated to their first Olympics at the London Summer Games
- **The federal government recognized sporting events as a way to foster national pride.** So it began to provide financial assistance to athletes.
- **Professional teams began to form:**
 - Canadian football teams were created (attracted a wealthier crowd)
 - **Hockey** had a widespread appeal and became Canada's national sport (in 1917, the NHL was established).



The Montreal Canadiens players in 1909, when the team was founded.

This hockey club was and still is a strong symbol of French-Canadian identity.

Mass culture

CABARETS (NIGHTCLUBS)

- In the 1920, the US Congress passed the *Prohibition Act*, which banned the production, sale and transport of beverages containing more than 0.5% alcohol
- In 1921, the Government of Québec created the ***Commission des liqueurs du Québec*** to control the sale of alcoholic beverages, rather than banning them altogether.



Mass culture

CABARETS (NIGHTCLUBS)

- Many cabarets opened in Montréal, attracting a variety of American artists
- Burlesque and vaudeville shows were performed, some critical of government policy
- **The city of Montréal became known as one of North America's major entertainment cities (opened and tolerant).**



TAKE NOTE!

The first nightclubs

Growing numbers of nightclubs opened in the cities, particularly in Montréal. People went to listen to music, mainly jazz, and see shows. From 1920 to 1933, **Prohibition** was in effect in the United States. During some of those years, it was also in effect in every Canadian province except Québec. These measures prompted jazz musicians to come and perform in Montréal's nightclubs. From 1928 to the 1960s, Rufus Rockhead, Montréal's first black nightclub owner, offered talented musicians from the community an outstanding venue, the stage of the legendary Rockhead's Paradise. The biggest names in jazz were featured in his establishment, as well as in other nightclubs in Little Burgundy, nicknamed the "Harlem of the North," after New York City's famous jazz club neighbourhood.

**The inside of Rockhead's Paradise and its owner, ▶
Rufus Rockhead (inset)**



Mass culture

CONSUMPTION OF GOODS

- In the 1920s, the consumption of new goods for certain families was promoted by:
 - **economic growth**
 - **increased purchasing power** (amount of \$ that a consumer has in relation to the cost of products)
 - **access to electricity**, especially in urban areas (like appliances to make household tasks easier).



Mass culture

VIDEO “How We Lived – 1920’s”
(in the USA)