

Chapter 14

The Politics of Milk: Canadian Housewives Organize in the 1930s Julie Guard



Questions for Critical Reading

1. Why was the Toronto Housewives Association considered an appropriate venue for women's political involvement? How does this campaign differ from other political causes taken up by women?
2. What methods did the Toronto Housewives Association employ to get their message across? How were they confined by their expected gender roles?
3. What was the symbolic importance of milk and how was it connected to women's gender roles during this period?
4. Why was the Toronto Housewives successful in their campaign and well received by the general public?

List of Primary Sources

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- “A Child and the Mother holding a Gift (Can of Powdered Milk).” Harrington, Richard. Photograph. 1951.
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- “In the United Kingdom – Milk Production.” Empire Marketing Board. Print. 1926-1934.
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- “Drink Milk Campaign.” Canadian Tribune. Photograph. 1947.
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- “Milk Cans Dufferin St. York Co.” Boyd, John. Photograph. 1917.

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http://collectionscanada.gc.ca/pam_archives/index.php?fuseaction=genitem.displayItem&lang=eng&rec_nbr=3309537&rec_nbr_list=3309537
- “Woman Drinking a Glass of Milk.” Finn, Eugene. Photograph. 1924.
http://collectionscanada.gc.ca/pam_archives/index.php?fuseaction=genitem.displayItem&lang=eng&rec_nbr=3525475&rec_nbr_list=3525475
- “Price Campaign... Leave Union Station.” Canadian Tribune. Photograph. 1947.
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- “Price Campaign... Preparing Rolling Pins.” Canadian Tribune. Photograph. 1947
http://collectionscanada.gc.ca/pam_archives/index.php?fuseaction=genitem.displayItem&lang=eng&rec_nbr=3364730&rec_nbr_list=3364730
- “Milk Wagon on Hill, Don.” Boyd, John. Photograph. 1917.
http://collectionscanada.gc.ca/pam_archives/index.php?fuseaction=genitem.displayItem&lang=eng&rec_nbr=3382125&rec_nbr_list=3382125
- “Don’t Take Away my Milk.” Canadian Tribune. Photograph. 1947.
http://collectionscanada.gc.ca/pam_archives/index.php?fuseaction=genitem.displayItem&lang=eng&rec_nbr=3364726&rec_nbr_list=3364726
- “Emergency Stations dole out Meagre Food Supplies.” Photograph. 1938.
http://collectionscanada.gc.ca/pam_archives/index.php?fuseaction=genitem.displayItem&lang=eng&rec_nbr=3194909&rec_nbr_list=3194909

Multimedia Resources

- Canada: A Peoples History – Hard Times
<https://www.youtube.com/watch?v=AQdSR7RD3rU>
- Canadians Don’t Know the Price of Milk
<http://www.theglobeandmail.com/news/national/time-to-lead/canadians-dont-know-the-price-of-milk/article1315665/>
- Got Milk? By Douglas B. Holt
www.aef.com/on_campus/classroom/case_histories/3000
- Nostalgia Tripping: The Great Depression in Toronto
http://www.blogto.com/city/2010/10/nostalgia_tripping_the_great_depression_in_toronto/

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