

List of Figures

- 3.1 William Notman, "Mr. J. Taylor, posed for Montreal Snowshoe Club composite, Montreal, 1872" 72
- 3.2 "The Snow Shoe Tramp," ca. 1859 74
- 3.3 William Notman and Henry Sandham, "St. George's Snowshoe Club at McGill Gates, Montreal, 1880" 75
- 3.4 "Col. Hawks and Capt. Howe, Montreal, 1867" 77
- 3.5 William Notman, "Mrs. Colonel Wolseley, Montreal, QC, 1868" 78
- 3.6 William Notman, "The Caughnawaga Lacrosse Club, 1867" 82
- 3.7 William Notman, "The Montreal Lacrosse Club, 1867" 83
- 3.8 Frontispiece, W. George Beers, *Lacrosse: The National Game of Canada* (1869) 84
- 3.9 Francis George Coleridge, watercolour, "How We Toboggan in Canada," 1865–66 87
- 3.10 John Henry Walker, drawing, "Looking from Top of Toboggan Slide," 1850–85 88
- 6.1 "Style Winners," by Holt, Renfrew in its 1926 *Fur Catalogue* 143
- 6.2 "The Out of Doors," by Holt, Renfrew in its 1926 *Fur Catalogue* 144
- 6.3 Calgary's Thomas Pain Furrier Ltd. Float at the Calgary Stampede, 1931 146
- 6.4 The early and soon-expanded R.J. Devlin Co. Ltd. in Ottawa, 1909 147
- 7.1 Lilius Torrance Newton, *Nude*, 1933 156
- 7.2 John Russell, *A Modern Fantasy*, 1927 158
- 7.3 Bertram Brooker, *Figures in a Landscape*, 1931 159
- 7.4 Edwin Holgate, *Nude in a Landscape*, ca. 1930 161

- 7.5 Prudence Heward, *Girl Under a Tree*, 1931 162
- 7.6 Dorothy Stevens, *Coloured Nude*, 1932 163
- 7.7 Edwin Holgate, *Interior*, 1933 164
- 7.8 Dorothy Stevens, *Siesta*, ca. 1934 165
- 8.1 Lois Smith and David Adams in *Giselle*, ca. 1953 187
- 8.2 Sally Brayley, Jacqueline Ivings, and Cecily Paige with Canadian Naval Cadets, 1959 190
- 8.3 Betty Pope, Lilian Jarvis, Angela Leigh, and Lois Smith wearing hockey sweaters, ca. 1957 194
- 8.4 Lilian Jarvis with Canadian Mounties on tour in Washington, 1956 196
- 9.1 The Industrial Worker: Institutional beer ad with masculine, working-class collective focus, 1947 206
- 9.2 Domestic bliss in the suburbs, *Saturday Night*, 1958 213
- 11.1 Miss United Nations contestants pose with costumed child, 1964 254
- 11.2 Sharon LaRoque, Miss United Nations contestant, at Native Music Festival, 1965 259
- 13.1 A physician demonstrates the diagnosis of a heart condition to *Mediscope* '59 visitors 287
- 13.2 The Transparent Woman on display at *Mediscope* '59 289
- 13.3 *Toronto Daily Star*, 10 Aug. 1961 296
- 14.1 American Can Company of Hamilton: Diet and nutrition ad, 1942 310
- 14.2 "I'M A WOMAN IN A MAN'S WORLD – BUT I'M STILL A WOMAN!" 1942 313
- 14.3 The Nu Fashion Beauty Salon ad offered "THE MOST VERSATILE HAIR-DO," 1943 314
- 14.4 Nu-Mode Dress Shoppe ad, 1943 316
- 14.5 July 1943 cartoon: "You've got my trousers on again!" 318
- 14.6 1943 cartoon: "A Genie Out of a Bottle" 319