

Modernization in the 1950s



Milk Bottles and Milkmen

First by horses and later by truck, the days of door-to-door delivery lasted nearly 70 years in Edmonton. Coal, milk, bread, ice, groceries, laundry, and a whole lot more were delivered right to the houses of citizens. In the days before drive-throughs and suburban malls, many people didn't own vehicles, and the convenience of having goods delivered right to your door was hard to beat.

Milk was delivered by horse and buggy for many years. One of the first dairies to operate **commercially**, or as a business, in Edmonton was the West End Dairy, which was located by 1899 at what is now at 110th Street and 99th Avenue.

In 1911, Warren Huff started a commercial dairy from his farm, and, by the 1920s it was called Jasper Dairy. The dairy continued to operate until 1966, when it moved to Jasper Place and was sold to the Safeway Corporation.

The Edmonton City Dairy, 1928



Photograph courtesy of the Provincial Archives of Alberta: A2597.

Edmonton City Dairy & Barns (E.C.D. Co. Ltd.) was started by Warren Prevey around 1926. The building was known by a 15-metre-high 7 258 kilogram steel plate milk bottle that was built on special order in New York City, assembled in Edmonton, and hoisted into place on the roof.

It served not only as a local landmark but also as the **condensers**, which converted steam into water, for the dairy's refrigeration system. The dairy later became known as Silverwood Western Dairies but the earlier name could still be seen on the bottle, which remained on the roof until 1977, when the building was demolished.

The bottle was removed and eventually made its way to the Edmonton Exhibition Grounds as part of its Bonanza Park.

Continuing a tradition that stretched back to its very beginnings, Silverwood's Dairy continued to deliver milk by horse and wagon

well into the 1950s. **Milk chutes**, or two-way openings to the outside and inside of a house, were popular design features of homes right into the 1960s, typically located right next to back doors.

Adapted with permission from Lawrence Herzog, "The days of door-to-door delivery." *It's Our Heritage*, Vol. 28, No. 10, March 11 2010. www.rewEdmonton.ca/content_view_rew?CONTENT_ID=2786



The Edmonton City Dairy & Barns milk bottle can be found at Edmonton's Bonanza Park.



Supermarkets on the Rise

In the mid 1900s, supermarkets started to spring up in cities. Although some supermarkets were started in the 1930s, the Depression and World War II prevented them from growing. By the 1950s, urban communities were ready for them.

- Supermarkets were large stores and often found on the outskirts of cities where there was available land for the store and parking.

- Shoppers picked their own items from shelves instead of a grocer filling an order for them.
- Prices were kept lower because the supermarkets bought large quantities. This affected farmers, who increased their production to provide more food products. Most food was now ordered from large companies, instead of small, individual farms.



Photograph courtesy of the Provincial Archives of Alberta: A13305.

This photograph shows Lindahl's Supermarket and drugstore in Westlock around 1952.

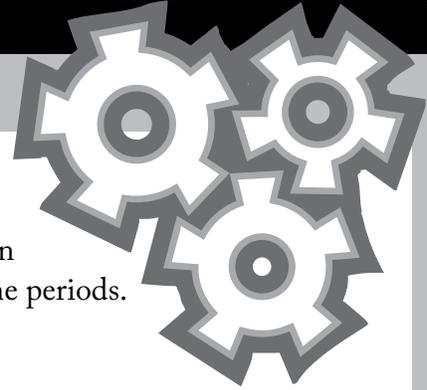
What do you think this supermarket was like? Why do you think it was called a supermarket?



Come Into My Parlour

Early barns in western Canada used individual stalls to keep cows in. In the 1950s, free stalls started to be used. The free stall provided a larger area in which groups of cows could be kept. When the cows were milked, they were moved from the free stall to a milking parlour, which was a large room that contained the milking equipment.

Using Artifacts



Artifacts are objects made by people and used in daily life. An artifact can be a tool, piece of clothing, furniture, form of transportation, or even an ornament. Historical researchers often depend on artifacts to find out how people lived in different time periods.

The following artifacts are referred to in this article:

Horseless carriage	Cow stall	Milk bottle
Truck	Milking machine	Milk chutes
Buggy	Milking parlour	Supermarket products

Select one artifact. Sketch it in the box below. What do you think this artifact could tell you about the ways of life of people who used it?



Play the *Then and Now* Interactive App in the **Then and Now** inquiry page or the **Game Corner** on the *Moo2You* website at www.moo2you.ca.

Add the artifacts you find on this app to your **Venn Diagram**.

Which artifacts do you think you would find in a rural community?

Which artifacts do you think you would find in an urban community?

Which do you think you could find in both? Use the **Venn Diagram** on the following page, or make one of your own.

