

Canadians enjoy one of the highest material standards of living in the world. By the mid-1950's the average annual income of a Canadian family of four had approached \$4,500. Friday had replaced Saturday as pay day and the two-day week-end had become generally standard.

More than half of all Canadian families now own an automobile and virtually every household has one or more radios; one in three has a television set; two out of every three own their own homes.

The housewife does most of her own work, because domestic servants have become a rarity. But she has mechanical servants to help her. Four out of five housewives, for instance, have an electric washing machine; fifty-one per cent own vacuum cleaners. The man of the house too is likely to do a good deal of work once assigned to servants. Many have workbenches in the basement, equipped with power tools for doing various kinds of carpentry and handiwork, and many paint their own houses.

Shopping trips are made, to a large extent, by automobile. In many rural areas the traditional "general store", a cluttered emporium whose merchandise ranges from biscuits to television sets, is still the centre of the community although its numbers are dwindling. But in the cities and suburbs it has been replaced by its modern counterparts, the department store, the shopping centre and the "supermarket". In these retail outlets the shopper can buy almost every article of merchandise in current use.

As each year goes by the Canadian finds himself with more leisure. He uses it in hundreds of different ways. The great sports spectacles—hockey



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in the winter, baseball in the spring and summer, football in the autumn—draw hundreds of thousands. Bowling, tennis and golf are popular sports. Young people (and some older ones too) enjoy dancing and the country "square dance" of pioneer times is again very popular. Television, reading and record playing occupy many free hours.



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HOW CANADIANS LIVE



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1) Many Canadians live in homes similar to those shown here

2) An example of the use of wood in Canadian domestic architecture

3) A modern Canadian kitchen