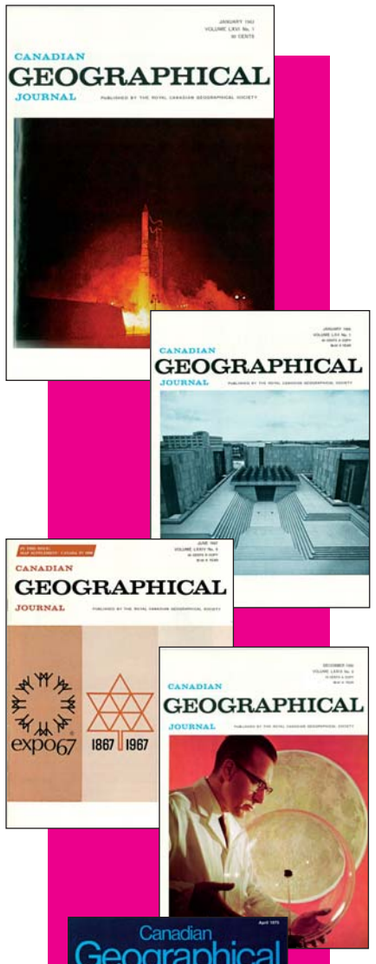
Fourth in a six-part series looking back at 80 years of *Canadian Geographical*

Decades of Discovery
1960s & 1970s



AGE OF AQUARIUS The magazine's covers depicted new frontiers in the sciences, the arts and the Canadian identity.

The future is now

"Canada has changed, continues to change, must always be prepared to change," wrote this magazine's editor in the February/March 1977 issue. David Maclellan's words aptly sum up the national mood in the 1960s and 1970s. It was a period of lightning transformation, as our young nation turned 100.

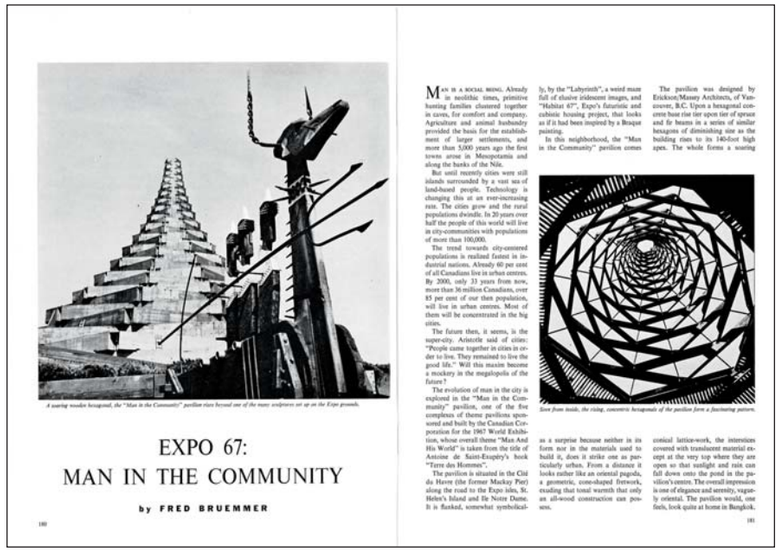
These were decades of rapid scientific advancement. The magazine offered numerous features on space, radar and nuclear technology and on the export of Canadian engineering know-how to developing nations. When Canada became the third country in the world to enter the space age, with the launch of the Alouette-I satellite in 1962, it merited a cover story.

The magazine also put a spotlight on developments in Canadian universities, noting that "research points towards the future, not to the past." It was a period of dramatic change on campuses: full-time undergraduate enrolment rose from 100,000 in 1960 to 300,000 in 1970.

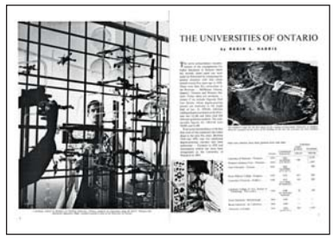
There was perhaps no greater expression of our futuristic goals than Expo 67 in Montréal. Canada welcomed the world and received international acclaim for its avant-garde structures representing an increasingly modern and sophisticated society.

The magazine was also evolving. In 1973, The Royal Canadian Geographical Society hired its first professional journalist as editor. Among other changes, David Maclellan shortened the magazine's title to *Canadian Geographical* in 1978, to reflect a more populist approach to geography. As he noted, this was a tumultuous time, when "Canadians urgently need to understand their country and to find agreement about its ideals and aspirations."

Mary Vincent

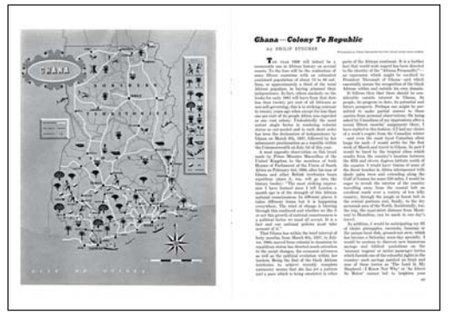


FUTURISTIC FAIR Arthur Erickson's pyramidal Man in the Community pavilion at Expo 67 was built of Douglas fir.



HIGHER LEARNING As a post-industrial society, Canada invested heavily in universities, and enrolment soared.

SPACE AGE The 1962 launch of the Alouette-I satellite propelled Canada to the vanguard of telecommunications.



INDEPENDENCE DAY As Canada struggled with Quebec nationalism, the *Canadian Geographical Journal* ran numerous articles on newly independent African nations casting aside the bonds of colonialism.

WE ARE CANADIAN Shortly after the Parti Québécois took power in Quebec in 1976, the magazine's editor, David Maclellan, wrote an impassioned essay about "preserving the physical integrity and unity of the nation."

THE BIG BAD SELL Not only did advertisers rely on humour and bold images to make their pitch, but sexism also reared its ugly head in magazine ads.