

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

Decades of Discovery 1960s & 1970s

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.

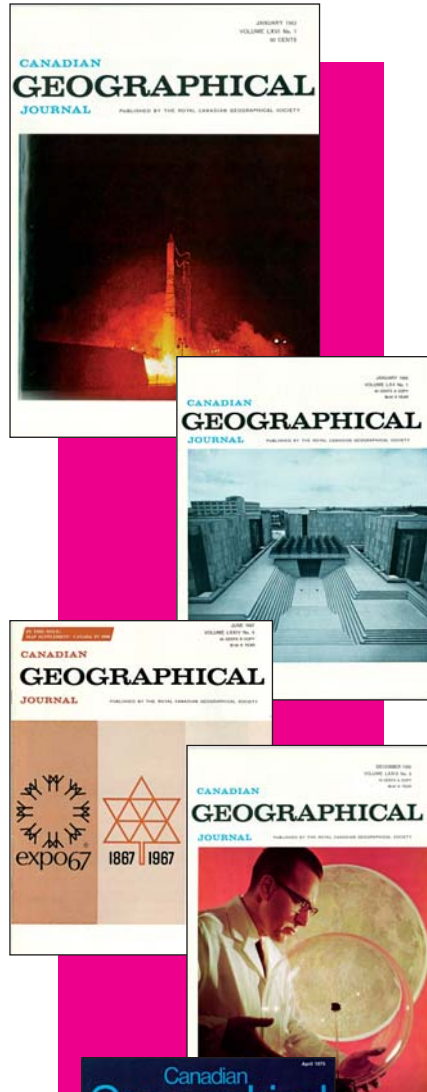
These were decades of rapid scientific advancement. The magazine offered numerous features on space, radar and nuclear technology and on the export of Canadian engineering know-how to developing nations. When Canada became the third country in the world to enter the space age, with the launch of the 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 Geographic* 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



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

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



MAN IN A RIGID MIND. Already in medieval times, primitive hunting families clustered together in caves, for comfort and company. Agriculture and animal husbandry provided the basis for the establishment of larger settlements, and more than 5,000 years ago the first towns arose in Mesopotamia and along the banks of the Nile.

But until recently cities were still islands surrounded by a vast sea of land-based people. Technology is changing this at an extraordinary rate. The cities grow and the rural populations dwindle. In 20 years over half the people of this world will live in city-communities with populations of more than 100,000.

The future then, it seems, is the supercity. As a result of this, the evolution of man in the city is explored in the "Man in the Community" pavilion, one of the five pavilions of Expo 67. The pavilion is situated in the Cité de l'Homme (the former Mackay Pier) along the road to the Expo lake. It is a masterpiece of modern architecture, designed by Arthur Erickson. The pavilion is a masterpiece of modern architecture, designed by Arthur Erickson. The pavilion is a masterpiece of modern architecture, designed by Arthur Erickson.

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.



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.

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.