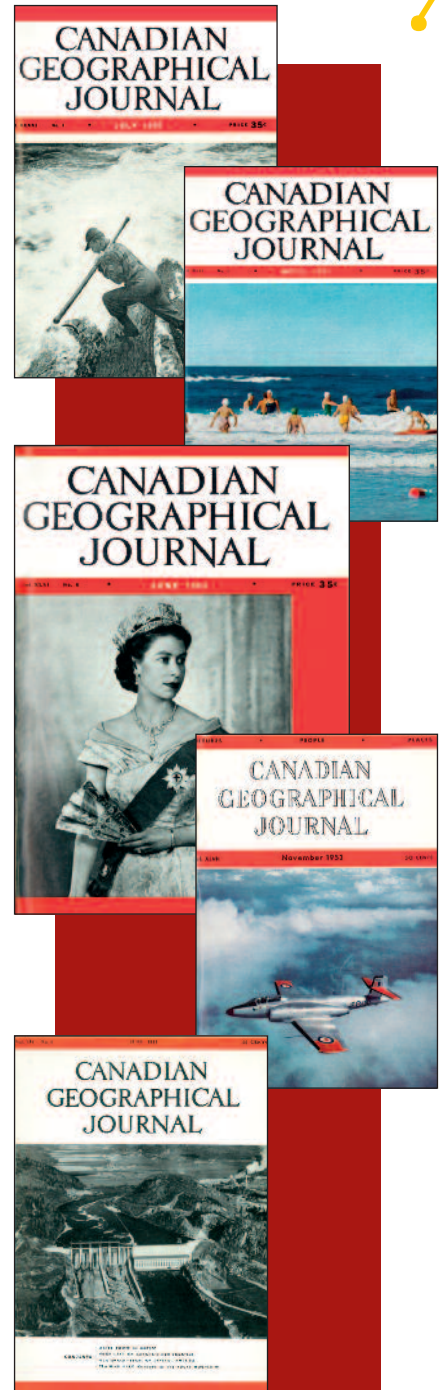


Third in a six-part series looking back at 80 years of *Canadian Geographic*

Decades of Discovery 1950s



BRIGHT FUTURE The magazine's covers exuded the decade's optimism, from a charismatic young royal to industrial expansion.

Happy days

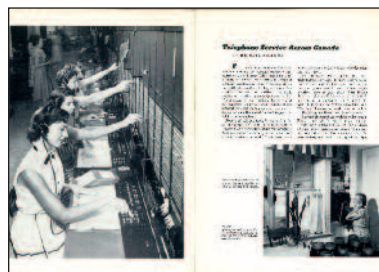
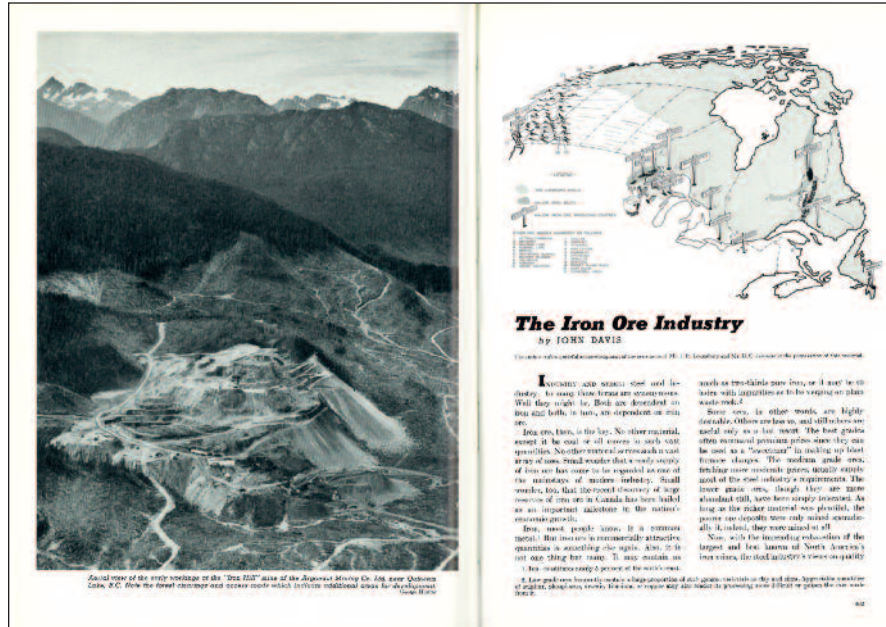
In the 1950s, anything seemed possible in Canada. It was the first time in three decades that the country was not afflicted by war or depression. The nation was advancing on all fronts — our population reached 14 million in 1951, and post-war prosperity was driving the growth of cities and suburbs and the rapid development of industry.

While the decade was all about moving forward, it began firmly rooted in connections to the past. In 1951, royal mania swept the nation as then Princess Elizabeth and the Duke of Edinburgh travelled 16,100 kilometres across the country during a five-week royal tour. With loyal hearts, tens of thousands of Canadians turned up to catch a glimpse of the princess, who would become their queen in less than a year. To meet the demands of readers, the *Canadian Geographical Journal* printed an extra few thousand copies of its December 1951 special royal issue, which sold for 35 cents.

As the decade progressed, Canada began to make new connections. Driven by the growing economy's labour needs, the nation opened its doors to non-British immigrants like never before. For many of these new arrivals, Canada was nirvana. As a displaced person from Europe remarked in a *Journal* feature, "I only hope I will succeed to be a good citizen to show all the thankfulness towards this country for the opportunity given me and my family."

Even our future sovereign recognized the 1950s as a turning point for Canada, noting on her departure from the 1951 royal tour "the greatness of this nation and the even greater future which is within its grasp."

Mary Vincent



HELLO, OPERATOR? In the mid-1950s, some four million telephones connected Canadians nationwide.

IRON ORE GALORE In 1954, the *Journal* hailed recent discoveries of iron ore as a milestone in the nation's economic growth.

BOOM TOWNS From the planned utopia of Kitimat, B.C. (BELOW LEFT), built around Alcan's aluminum-smelting operation, to the chemical valley of Sarnia, Ont. (BELOW RIGHT), Canadians flocked to towns and cities like never before.



THE YOUNG ELIZABETH Canadians fell in love with the popular princess and her dashing duke during their 1951 visit. In Ottawa, the future queen was heralded by trumpets on Parliament Hill and square danced at Rideau Hall.



GOLDEN AGE OF ADVERTISING In an era of unprecedented growth and affluence, the "mad men" of the advertising game were eager to help Canadians part with their new-found affluence.