

The Beaver

CANADA'S HISTORY MAGAZINE

For Immediate Release

THE BEAVER: CANADA'S HISTORY MAGAZINE CELEBRATES IT'S 85TH ANNIVERSARY WITH A UNIQUE RECIPE FOR SUCCESS

(WINNIPEG - September 26, 2005) – Canada's second-oldest continuously published magazine, *The Beaver*, was first conceived in the year that Canada joined the League of Nation's in 1920. Over the past 8 decades this storied magazine has peeled back its pages to give Canadians a unique outlook on this country's history. Since its historic launch on October 3, 1920, the bi-monthly magazine has traced the footsteps of twelve Prime Ministers, reflected on two World Wars and shared with Canadians the broadest array of individual stories and perspectives that have shaped this nation's history.

Deborah Morrison, President and CEO of Canada's National History Society says, "*The Beaver* is a visual perspective of how societal interests in defining ourselves as Canadians has changed. Originally it began as a company newsletter for the Hudson's Bay Company in Winnipeg and has now progressed into a popular magazine with an eclectic mix of uniquely Canadian stories".

To celebrate the 85th anniversary of *The Beaver: Canada's History Magazine*, the National History Society will launch a fresh design with more colour, features, columns, reviews and commentary about Canada's spirited past. Leading with an intriguing visual retrospective of dozens of past covers, an 11-page special section focuses on four themes will show how our views of Canadian history have changed over 85 years. Other articles to be featured include the Canadian acting career of a young Boris Karloff, an explanation of why it can be risky for Canadians to sing *Yankee-Doodle Dandy*, and a deadly Atlantic storm on the Labrador coast 120 years ago.

The anniversary edition will also explore the creation of Canada's first-ever mass-produced cookbook in 1920. The brainchild of a United Church minister desperate to raise revenue to save his church, the "Canadian Cook Book" quickly became a best seller and has remained so for decades. Its legend lives on, even today. The replacement editor of the historic cookbook is now 94 years of age and resides in a Toronto retirement lodge. Helen Wattie shares her perspectives with readers on what it was like to be part of one of Canada's most storied inventions.

This issue of *The Beaver* will be available on newsstands across Canada as of October 3, 2005. The magazine has a steady subscriber base of 50,000 and an estimated total readership of more than 150,000 Canadians. A brief history of the evolution of *The Beaver* can be found at TheBeaver.ca

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