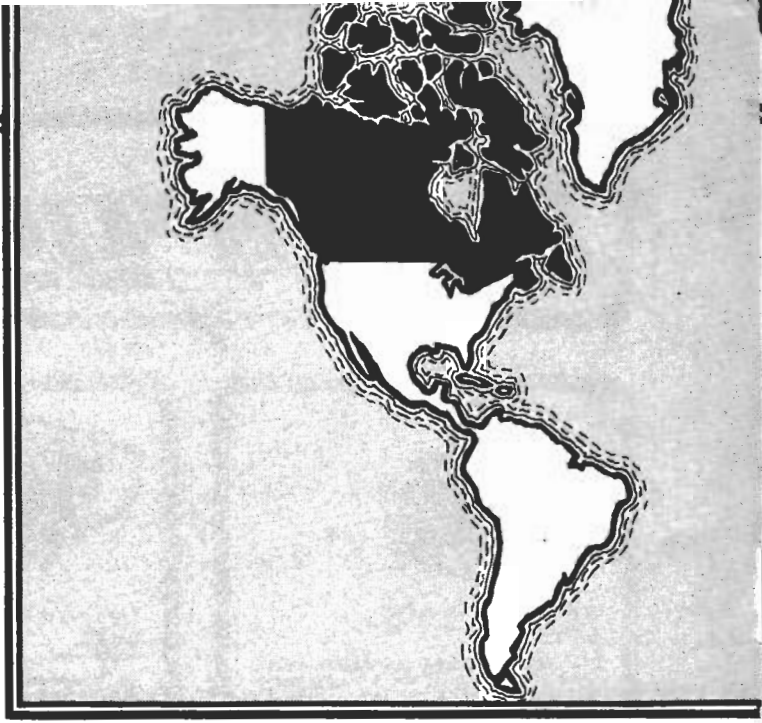


# THE ETI STORY



**A**s the British Empire contracts to a handful of islands and enclaves, the star of ETI is in the ascendency (granted that this is a highly pompous statement, but we couldn't resist it).

ETI is now published in Britain, Australia, Canada, Holland and Germany - each edition operating independently but also freely exchanging articles and information. Being as this is a special issue, we thought we'd take time out to tell you a bit about ourselves and show you some examples from our scrapbook.

## ETI—Australia

ETI-OZ (big brother to ETI-UK, ETI-NED, ETI-CAN and ELRAD) was born in April 1971. It is published in Sydney by Modern Magazines, who also publish Modern Motor, Modern Boating, Modern Fishing, Rugby League Week, Australian Cricket, Australian Golf, Revs Motor Cycle News, Off-Road Australia, Camera and Cine, Movie 78, Hi Fi Review and CB Australia.

The publisher of the electronics trio (ETI, Hi Fi, and CB) is Collyn Rivers, who has been Editor/Editorial Director of ETI-OZ since before the first issue appeared. He set up a projects laboratory and took on an engineer, Barry Wilkinson, to manage it. It is Collyn's original formula and Barry's approach to project design that account for the quick success which led Collyn to add 'International' to the title in 1972, when the first overseas edition started.

In 1976 Barry Wilkinson broke free of Modern Magazines and started his own design company: Nebula Electronics. However, through Nebula, Barry still designs most of the projects used in ETI-OZ. When Nebula was formed a vacuum appeared in the ETI office and Steve Braidwood (Then Assistant Editor of ETI-UK) went down under to fill it. Today Steve has moved (to Canada) and Les Bell is handling editorial.

The sales of the Australian issue are almost 35,000 - which is not bad for a country a ¼ the size of the UK (by population). ETI-OZ covers a wider spectrum than ETI-UK. There's more Hi-Fi, and recently quite a bit on CB. Even though Australia's CB bands were legally

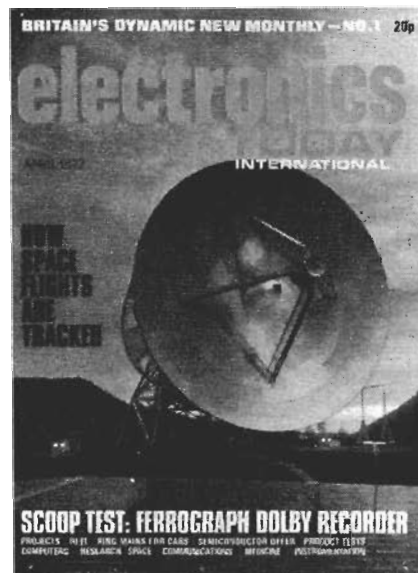
authorised only in June this year, ETI gave away the first five issues of 'CB Australia' before the announcement was made.

## ETI—UK

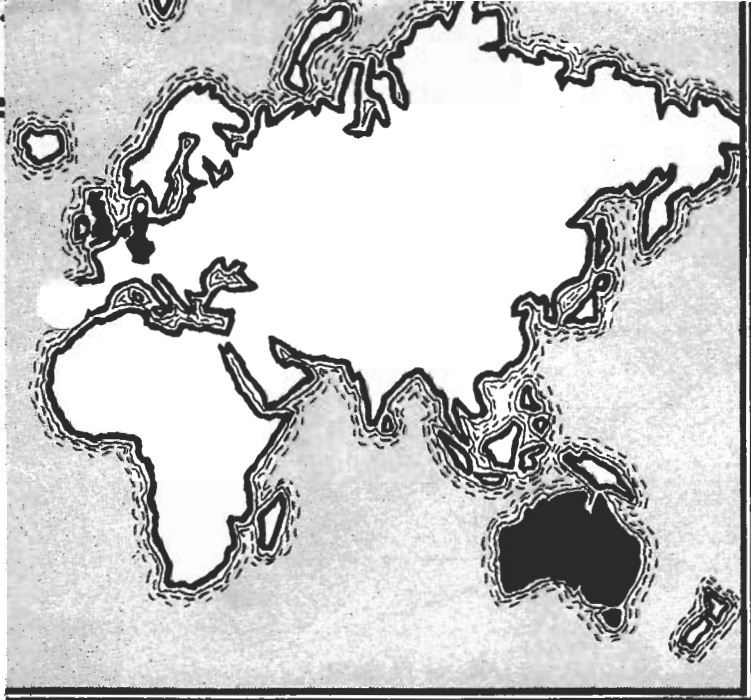
Originally published in Britain in April 1972 by Whitehall, ETI-UK had a chequered start with several editors in the first year. The present editor is Halvor Moorshead who joined in March, 1973 having been with Practical Wireless for 4½ years.

For its first year ETI was published from a couple of rooms in Fleet Street with three staff (Editor, Ad Manager and Secretary) and the fourth staff member didn't join until shortly after the offices were moved to a converted house in Ebury Street. In November, 1973 the magazine was taken over by the Australian company though the staff didn't change.

Since then ETI-UK has been extremely successful. In



The first ETI-UK appeared in April, 1972, contents included one of the first test reviews of the Dolby professional noise reduction system. Another feature on Video Cassettes described them as "This exciting new audio/visual technology" — not bad for 1972!



late 1973 sales were around 24 000 which has built up to about 53 000 at present and it's still increasing regularly at about 1.5% a month and this has been in a period when other titles have lost substantial sales.

Currently ETU-UK employs seventeen. Seven journalists and technicians, three on artwork and design, five on accounts, reader services and subscriptions, and two on advertising; all staff are based in the Oxford Street offices.

**ETI—Holland**

We're sure that one of our competitors in Britain reckon we entered Holland as a reprisal but it wasn't that way. ETI (pronounced 'Eighty' in dutch) is produced by Anton Kriegsman who has two large components shops in Holland. The first issue appeared in October, 1976 and since then has established itself firmly.

We THINK it's a good magazine - trouble is the term 'double-dutch' has a foundation in that none of us understood a word of it!

The magazine is very much a family as Mr. Kreigsman's wife and daughter both work for it from the Den Dolder offices.

**ETI—Canada**

Until February 1977, Canada had not had its own magazine devoted to amateur electronics. That was put right after a successful 'experiment' in exporting the British edition during 1976.

ETI-CANADA is based in Toronto and published by a company established specifically to produce the magazine. The editor is Steve Braidwood who has emigrated there after having been Assistant Editor of ETI in both Britain and Australia. The first editorial person was Les Bell who was lent from Britain and he has subsequently gone to Australia (join ETI and see the world!).

The All-Canadian editorial influence is provided for by Graham Wideman, the Assistant Editor.

The problems facing a magazine in Canada are entirely different from those we experience in Britain. You have to be careful not to choose a small-town printer - they're sometimes snowed in for days. Even in ideal conditions the vastness of the country means it takes three weeks for the final copies of the magazine to reach the Maritime Provinces and British Columbia. ▷



**Collyn Rivers**  
Publisher  
ETI-Australia



**Halvor Moorshead**  
Editor  
ETI-United Kingdom



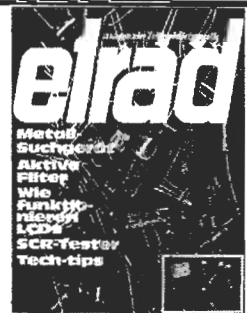
**Anton Kriegsman**  
Editor-in-chief  
ETI-Holland



**Steve Braidwood**  
Editor  
ETI-Canada



**Udo Wittig**  
Editor  
Elrad-Germany





THIS SPECIALLY POSED PHOTO IS EXTREMELY RARE, HALVOR SPENT 2 HOURS SCOURING THE LOCAL PUBS TO GET ALL THE STAFF IN THE OFFICE AT THE SAME TIME



The welcoming sight of summer at our Canadian office



COLLYN RIVERS WORKING IN EXTREMELY DIFFICULT CONDITIONS...



John and Tony contemplating on how to make an electric tea-cosy - look closely and you can see the unexpurgated November '77 cover.



MAREE, MARGARET, SANDRA AND BREN PLOTTING THE FORMATION OF ETILIB

Publishing in Canada presents hazards which the British mind finds difficult to guess at: one of our covers showed a young couple at a table playing 'Mastermind' with a glass of Dry Ginger - we received several letters complaining of our encouraging young people to 'partake of hard liquor'!

### Elrad

Latest addition to the family is Germany where the title is ELRAD, it doesn't mean anything being simply an amalgamation of Electronics and Radio, titles of this type are common in Germany.

Elrad will appear with no. 1 in January 1978 but the zero issue, a free copy given to potential subscribers, is due to appear at the same time as this issue.

Editor is Udo Wittig, a dedicated electronics enthusiast with a special interest in amateur radio which he shares with Les Bell who handles the editorial in Australia and Steve Braidwood, editor of ETI-CANADA.

Elrad is published in Hanover by an existing company Heinz Heise Hannover. Although only just getting under

way, Elrad have their own minicomputer, a Siemens based on the 8080 with floppy disc, VDU and printout facilities. This is used for advertising analysis (something which is considered ultra-important in Germany), subscriptions and accounts.

The importance of the English language in electronics is demonstrated by a feature which has no parallel in the other editions: the left column contains English technical text, the right column carries the translation of specific terms.

Hobby-electronics magazines are undergoing an enormous growth in Germany; even eight years ago there was only one and that was a combined Wireless World and servicing magazine. Elrad will be the fourth magazine of its type in Germany: we wish this edition all the best.

### Where The Articles Come From

The various editions of ETI employ fourteen full time technical journalists - considerably more than any other magazine - and a very high proportion of articles are re-



# FEATURE: The ETI Story

HALVOR, PAUL, GARY, BREN AND DIEGO  
FILLING IN THE OFFICE  
FOOTBALL COPON



BREN, TIM AND  
DAVID AFTER ONE OF  
HALVOR'S JOKES —  
TIM MISSED  
THE PUNCH LINE



ETI'S 5TH BIRTHDAY BOOZE UP,  
ANY EXCUSE!



Steve in his  
lumberjack  
outfit before  
flying to Canada



JMK TRYING TO FIND HIS  
TREE HUT - HE SAYS THAT  
IF WE EVER PAY HIM HE'LL  
BE ABLE TO AFFORD A  
CARAVAN TO LIVE IN!



HOW DO  
YOU SPELL  
ELECTRONIX?



T-R-O-N-I-K-S!!

I WISH WE HAD  
A DESK EACH



searched and written 'in-house'. All editions however, use a number of free-lance authors from time to time and in fact anyone can send in manuscripts.

Both the Australian and British editions have fairly extensive labs/workshops where practically all the projects are built - or rebuilt if submitted from outside. In Britain there are two technicians, Tony Alston and recently John Koblanski both of whom were (and we hope still are) strongly devoted to project building.

Most of the projects are designed 'in-house', the technical staff and technicians working together. The workshop is equipped to a carefully planned standard - the principle adopted is to have it equivalent to really good home workshop using the tools and test gear available to everyone. If we had highly specialised equipment we'd be tempted to use it but of course readers wouldn't then be able to duplicate it. Most of the test gear is what we have presented as projects except for an inductance bridge, three 'scopes and regular multimeters.

All Tech-Tips, one of our most popular features, are submitted by readers and you certainly keep them coming — we accept about half of those submitted. □