

# electron

## 1964-1974

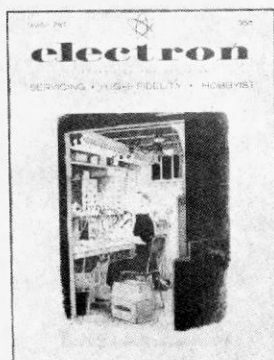
### A DECADE IN RETROSPECT

## 1964



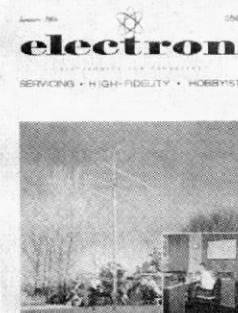
February, the first issue, reported the Toronto Hi-Fi Show. Article of the year was probably a piece in April by the president of Clairtone on how to succeed as a Canadian manufacturer. We still get requests for the tube amplifier design that ran in May. In the fall we met the public at the Montreal TV-Music Show. December began almost two years of editorial agitation for color TV in Canada.

## 1965



The 'Basic Course in Electronics', which ran until '67, went into its second year. In the spring, we published details of a 'new' speech transmission system, and were deluged with mail: there haven't been any April 1st articles since. Doug Wright of 'Nipper' fame did the mid-night-oil hobbyist on our October cover.

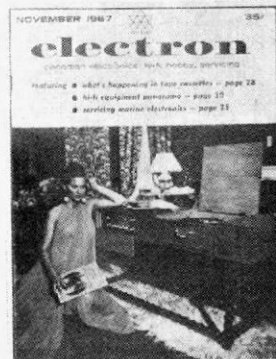
## 1966



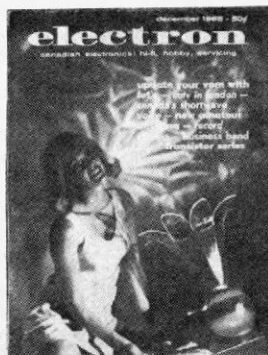
The biggest thing in home entertainment was the beginning of color TV. *Techni-Guide*, the serviceman's gatefold, began a run of color TV sets. With transistors not yet in widespread use, we reported on integrated circuits in much consumer equipment. October sounded off on the 'High Cost of Being a Canadian', starting a five-year editorial campaign against the 15% excise tax. In the fall, a major series of articles on a high-quality build-it-yourself stereo system.

## 1967

Centennial year began with our mail jammed with excise tax petitions which were presented to Finance Minister Mitchell Sharp. In March we announced we would adopt the new-fangled 'Hertz' in place of 'cycles per second'. We met readers at the Toronto Home Show. Editorially, a dim view was taken of regulations allowing US CB'ers to operate in Canada without reciprocal privileges for Canadians. The rules were finally changed in 1970. Canada's Great Radio Pioneer, Fessenden, was championed in our July issue.



## 1968



'Transistors, They're Simple', an eighteen episode course for the beginner gets started. A controversial cover in February rose eyebrows. The audio column talked about a new technique called Dolby. *Electron* sponsored its first Hi-Fi Show, held in Toronto in November. In conjunction with the show we ran an Electronic Music contest. There was a losing editorial battle against fee increases for radio amateurs. *Audiolab* began test reports based on measurements, and record reviews started.

# 1969



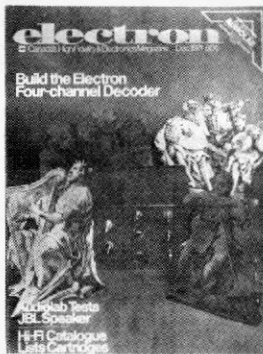
Cassettes become important, and there was a special issue. Another special saluted Canada's third satellite with a two page cutaway. Poor quality FM, a continuing editorial concern, becomes the subject of a submission to government hearings on the future of FM. *Stereo '70*, *Electron's* Hi-Fi, Home Entertainment Show, was held in Montreal, and we organized the first public demonstrations of four-channel sound in Canada. The October issue saluted the fiftieth anniversary of the first broadcast station, XWA in Montreal.

# 1970



January carried a new masthead — *Electron* was now published by Maclean-Hunter Ltd. Representation was renewed to government over the 15% excise tax. Editorially we objected to an odious precedent set by the Department of Communications: you still need a licence to listen above 138 MHz. Our Hi-Fi Show, *Stereo '71*, was in Toronto. An antique wireless column is launched and collectors are finally brought together by the magazine to form the Canadian Vintage Wireless Association. In the fall we begin our most extensive survey of readers.

# 1971



A new look in the spring, and the end of some minority interest columns. We began the vast job of cataloguing available hi-fi equipment. The still unresolved question of audio power ratings began to be discussed. In June, the 'iniquitous' 15% excise tax was removed, ending our five year editorial campaign. This was the year the big black bear joined the staff — Jasper is still with us. Our Hi-Fi show, *Stereo '72*, returned to Montreal and was the biggest ever. We introduced our own versatile four-channel decoder design in December.

# 1972



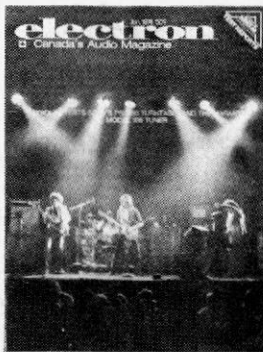
The price spiral was evident in the March issue as we reported that currency devaluation had pretty well wiped out the gain from the excise tax removal. We staged a Hi-Fi Show in Vancouver, *Stereo West*, and our first international issue in June reported on audio world-wide. The CD-4 discrete four channel disc, introduced by RCA, was reported and we're still waiting for a useable supply in the stores. The national Hi-Fi Show, *Stereo '73*, was held in Toronto, and our review of the show ran jointly in *Electron* and in the *Financial Post Magazine* (since renamed *Impetus*). In the fall we issued a trade paper, *The Audio Retailer*, and the December issue of *Electron* was the first Hi-Fi Buyer's Catalogue, with over 1,200 items listed.

# 1973



New columns for the audio beginner and professional appeared. Four-channel was important enough that Canada's Audio Magazine, as *Electron* was now subtitled, ran a special issue. Larger numbers of equipment reviews appeared; and record reviews, after a lapse, appeared again. FM finally had a proposed government policy, and we covered more hearings. Special issues marked the 25th anniversary of the LP record and the 10th anniversary of the tape cassette, *Stereo '74* was in Montreal, and we issued a new French-language magazine called *Sono*. The Buyer's Catalogue showed a 20% increase in the amount of hi-fi equipment available.

# 1974



The last issue bearing the *Electron* name also ended the Great Canadian FM Debate. Devoted to commercial sound, we wound up a major series on auditorium sound, and featured Hamilton's smashing new Great Hall. In a teaser ad, we said "watch for the biggest news in our 10 year history!" With that, our ten years as *Electron* came to an end, and *AudioScene Canada* was born. ■