

Wireless Institute of Australia

VICTORIAN DIVISION

SOUVENIR PROGRAM

FIRST

Wireless and Electrical
EXHIBITION AND
CONVENTION

MELBOURNE TOWN HALL

May 14th to 19th, 1924

PRICE SIXPENCE

Wireless Institute of Australia

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TRINITY GRAMMAR

FOOTSCRAY

GEELONG

BENDIGO

NYAH

Programme

◁▷

WEDNESDAY, MAY 14th - - - 3 p.m.

Official Opening at Town Hall.

THURSDAY, MAY 15th - - - 7.30 p.m.

Victorian Convention at Town Hall.

FRIDAY, MAY 16th - - - 7.30 p.m.

Federal Convention at Town Hall.

SATURDAY, MAY 17th - - - 7 p.m.

Convention Dinner at Sargents' Elizabeth Street.

MONDAY, MAY 19th - - - 8 p.m.

Monster Rally, Demonstration and Lecture by

The HON. F. EGGLESTON, M.H.R.

in the Town Hall.

LOUIS COEN

Wireless Pty. Ltd.

THE Melbourne
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THE above firm, which has the largest retail business in the city, was incorporated for the sole purpose of supplying the public and amateurs with first-class apparatus at popular prices.

Louis Coen Wireless Pty. Ltd. is the only retail business in Melbourne which devotes its entire attention to Radio. This, combined with a competent staff, has enabled it to provide the best service for its customers, who have responded by giving this firm the largest share of the present Radio business, for which they wish to convey their thanks to the public.

The public will be interested to hear that this firm has acquired the exclusive services of a Radio Engineer in London, who devotes his entire attention to the purchase of first-class British apparatus on their behalf. This has enabled them to obtain quality apparatus at bed-rock figures, which are reflected in their retail prices.

We understand that Louis Coen Wireless Pty. Ltd. has large shipments nearing Melbourne to cope with their expanding business and the anticipated increase when open wave-length broadcasting commences.

They stock all the best makes of Broadcast Receiving Sets, with the object of enabling the public to select from a range of all competitive lines.

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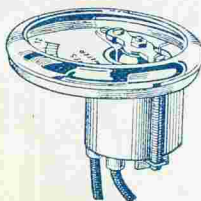
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Do you get your full share? Radio has two halves; some people use only one, and miss the half which is the better half. They only get half the fun and pay double price for it. Foolish, isn't it? Read on and learn how to be one of those who get all the fun.

Building a Radio Set gives pride, joy and fascination which is more than half the fun; the saving of cost, the joy of listening-in, the pride of your own achievement combine to give all the fun.

There is a firm in the city of Melbourne who specialise in assisting the beginner to get rightly started; they have had greater experience than any other firm, and will gladly help you should you desire to join the happy throng of all-the-fun experimenters. This firm puts out a big 128-page catalogue and hand-book, which illustrates and describes all radio needs. They have competent radio salesmen and also a technical adviser for extremely technical inquirers. They welcome the man and the boy who has just a little money to spend, and recognise that the boy of to-day is the man of to-morrow. Their business is built on service and sound reliable advice freely given.

Their store is well worth a visit. It sets out to show all radio parts to best advantage, they stock everything for the all-the-fun radio man, and have a fine selection of books, low in price, to guide him along the right path. Visit them—seek their advice—profit by their experience—and whatever you do, enjoy all the fun. Build your own set from parts.

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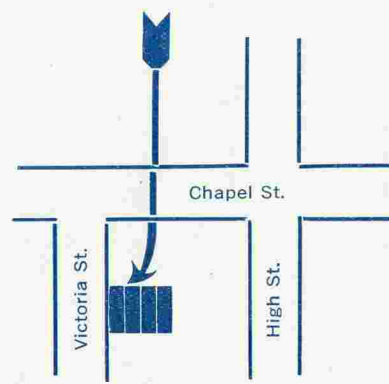
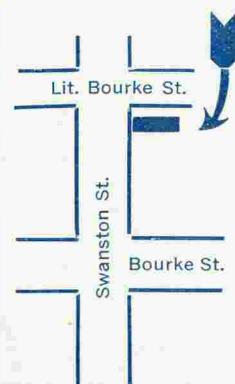
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5-VALVE. No. 8 SET.

Justly called "The Aristocrat of Aristocrats amongst Receiving Sets."

This instrument has five valves—two of high frequency amplification, one rectifying and two of note magnification. Eminently suitable for long distance reception.

NEW SYSTEM WIRELESS

TRUEMUSIC RECEIVING SETS.

WHERE THEY ARE MADE.

THERE is a suburb in the "hub" of our vast Empire where the works of the T.M.C. are housed. This suburb is West Dulwich, in the south of London. The building is constructed on such broad and elaborate lines that it was the subject of much favorable comment in the technical press of the Homeland, and has been rendered possible by the efficiency and faithful work of the Company's employees. The building is a monument to their splendid work and is a tangible token of the public's appreciation of their products. In these vast premises perhaps the most interesting department is that devoted to testing and laboratory work. Here some of the ablest engineers may be seen at work endeavouring to spell out more of the profound secrets of science. The secrets once revealed are embodied in the instruments you see before you—the famous

NEW SYSTEM T.M.C. SETS.

ABOUT OURSELVES:—

It will come as a surprise to many people to learn that the Wireless Institute of Australia is a very old established organisation, and was formed in 1910. It will be equally new to them to learn that for nearly ten years before this time individual members of the community had been laboriously carrying out valuable experiments and assisting to disclose the fundamental principles of one of the most wonderful and useful sciences which have ever been offered to mankind. Much has been accomplished by the Australian wireless experimenter, or "amateur" as he has frequently been called, but only at the expense of years of patient work with crude and frequently unsuitable apparatus under far from favourable conditions. It is safe to say that had not public attention been captivated by the revolutionary results of the two trans-Pacific tests held last year no more would have been known of the work of experimenters than was known ten years ago. Even now the real magnitude of the work accomplished has not been realised by many people, so a brief quantitative resume of what has been done may not be out of place. Signals have been received from amateur stations on the Atlantic seaboard of the United States, over a distance which we may conservatively call 11,000 miles, or practically from half-way round the globe, the maximum distance over which a wireless message may be transmitted. In the case of many of the American amateur stations heard in Australia the power used at the transmitter was considerably less than the electrical equivalent of half a horsepower. Nearer home signals have been transmitted from Sydney to New Zealand with a power of .0037 of a watt, or about one two-hundredth of the power used to light the smallest of pocket lamps. The Australian amateur experimenter has, before any commercial company, been the first to use duplex radio telephony, and he is the pioneer in long distance work in very low wave lengths.

The Wireless Institute has grown steadily in membership and influence, and the skill of its members has increased in proportion. In the early days of the Institute to transmit a slowly-keyed Morse message over a distance of ten miles was a triumph, and even to hear a message an achievement. To-day, with the crudest of apparatus, we can transmit our voices across the Tasman Sea to New Zealand with the greatest of ease.

The outbreak of the world war gave Institute members an opportunity to show the value of their training as amateurs. It had in its ranks then many whose technical knowledge was far above that of the average marine operator, and after a brief course in "code" these men were passed on to transports and

The History of the Wireless Experimenter.

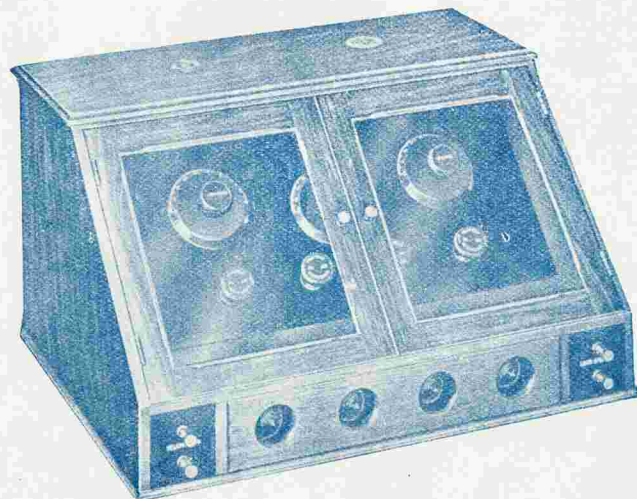
other vessels engaged in war work. Most of these men are now lost to wireless, and the stories of their exploits on land, on sea, and in the air are, unfortunately, lost also.

Amateur activities during the war were stopped for reasons which are obvious, but the war years were years of meteoric progress in the science, as all the finest engineers of the greatest nations of the world were busily developing new branches of wireless communication and designing new and wonderful instruments. Consequently, when amateurs returned to the field after the cessation of hostilities very much increased in numbers they found that practically the whole application of the science had been changed. Control methods had also changed, and the wireless regulations then in force were emphatic in their decree against the activities of the experimenter. The Institute was reformed, however, and after a strenuous battle with the Naval Department, which then controlled wireless communications, succeeded in having experimental licenses again issued. These, however, were for receiving only, and the fee charged was £2 a year. But restrictions which then appeared a hardship were not without their recompense, and the Australian experimenter learned thoroughly the art of wireless reception. A little later the control of wireless communication passed from the Naval to the Postal Department, and conditions rapidly improved, and in December 1922 the favourable regulations under which experimenters are now working were brought into force. Since then the Wireless Institute has grown rapidly, and has many hundred members in Victoria, and is formed of more than twenty-three combined clubs.

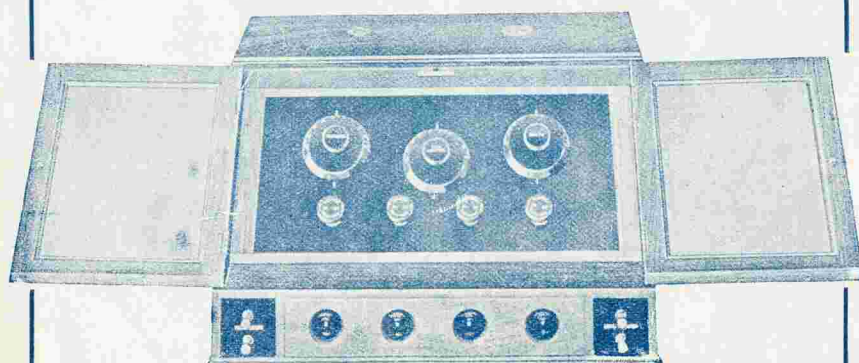
The work of the experimenter during the war has been referred to; the value of his work as an aid to progress, in view of the advancements already mentioned, is obvious; but there is a further aspect of amateur wireless which is probably of greater importance than either of these. That aspect is its possible influence on the Imperial and international relations of the Commonwealth. There can be no doubt that wireless communication, and particularly wireless telephony, when it is made available to a large proportion of the community, will break down as nothing else can, the insurmountable barrier of language. It is inevitable that within a few years any one nation will be able to listen to broadcasting and other radio telephone stations from all parts of the world. Ideas will be exchanged and prejudices explained, and the thoughts and aspirations of the nations must be bent to a common channel for common good.

NEW SYSTEM WIRELESS TRUEMUSIC

4-VALVE. No. 4 SET.



The two illustrations on this page depict the New System T.M.C. Four Valve Set. It consists of one high frequency, one rectifying and two note magnifying valves. Has a separate filament control for each valve. Gives excellent reception from Broadcasting Stations, and may be used in conjunction with a TrueMusiC Loud Speaker with splendid effect.



OPEN

[16]

NEW SYSTEM WIRELESS TRUEMUSIC BROADCAST RECEIVERS

WHAT THEY ARE AND
WHAT THEY CAN DO.

IT is estimated that in Great Britain alone there are over three million people owning Wireless Receiving Sets. If Victoria had the same proportion of her population owning these Sets there would be over 130,000 receivers in use. It is doubtful whether there are in use in Victoria one hundredth part of this quota. This State has not yet learnt to appreciate the advantages of wireless. It is "still in the air" and has not been harnessed to the common earth. In a few years it will be regarded as a necessity. Do not wait until then. Life is too short to postpone the happiness you will derive from a New System T.M.C. Receiving Set. These Sets are the last word in efficiency. Their beauty confronts you. In fact the letters T.M.C. represent the highest degree of craftsmanship and design.

[17]



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Everything that is most up-to-date in amateur and professional equipment will be found in our splendidly stocked Radio Dept. Complete sets of every description and all necessary parts are available, and the expert in charge will gladly give advice and particulars on request.

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Distance Eliminated!

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The popular well-constructed W.F. Broadcasting receivers are equipped with 2, 3, 4, and 5 tubes and with the aid of a special new circuit unusually good results are assured.

REPRODUCTION of speech and music by the W.F. Receiver is clear and full-toned.

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We undertake all kinds of Electrical installations and repairs, so communicate your needs to us and we will send an expert to advise.

Inquiry costs you nothing and much knowledge may be gained therefrom.

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The "Hoover" Electric Suction Sweeper is the only electric cleaner which combines the three essentials of thorough cleaning—Beating, Sweeping and Suction.

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ATLAS AMPLITONE LOUD SPEAKER

For sweetness of tone and freedom from distortion we have heard no other voice reproducer to equal it. The absence of metal parts in its construction together with a special adjustment for varying voltages produce a clarity superior to all others.

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You cannot know the full merit of your receiving set until you let it speak through Brandes Matched Tone Headset. Every slightest sound that your set picks up is faithfully reproduced with perfect clarity and harmony of tone.

We also supply every need for the Amateur and Experimenter.

See our New Illustrated Catalogue. PRICE 1/-

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Two Valve Tunafone Receiver, complete with accessories.	Three Valve Tunafone Receiver, complete with accessories.	Four Valve Tunafone Receiver, complete with accessories.
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Type X2,	Type X3,	Type X4,
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All with **one** stage of Radio Frequency.

The **BEST** Wireless Receiver.

The **LOWEST** Wireless Receiver in Price.

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THE “TIMMONS TALKER”

It Talks—It Sings—It Plays

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All makes of tubes carried in stock.

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ASK YOUR DEALER.

Stands Number 1 and 2.

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This firm has on display a complete range of their “TUNAFONE” WIRELESS RECEIVERS. These particular Broadcast Receivers are remarkably low in price in view of the very fine appearance of the finished set, which is enclosed in a cabinet, highly polished in various finishes, as required.

In addition, these Receivers are built specially for long-distance reception, coupled with a large volume, so that it will be possible to listen in to distant stations with yet sufficient volume to operate a loud speaker, thus entertaining the whole family. This make of Receiver is especially suited for use by country listeners-in.

Another model of TUNAFONE Receivers is also shown. This particular model, known as the TUNAFONE V Type, is still lower in price, with a high-class finish, and is built especially for listeners-in closer to the Broadcasting Stations, such as in Melbourne and the metropolitan area.

All TUNAFONE Broadcast Receivers are built in this Company's own factory of well-known makes of separate apparatus.

In addition to complete Receiving Sets, displays of Crossley Radio Apparatus and Sleeper Radio Apparatus are to be seen. A separate display of Hercules Radio Apparatus will attract considerable attention from those who intend to build their own sets on account of the very low price of this particular line, coupled with its first-class appearance.

The Timmons Talker on display here will certainly appeal to many buyers of complete Wireless Receivers, because of the fact that no horn is needed. This particular “Loud Talker” is enclosed within a well-made and highly-finished cabinet, and no high-class Receiving Set is complete without one of these Loud Talkers.

A Loud Speaker for use with small Receiving Sets is the WOODEHORNE Loud Speaker. This particular Loud Speaker is neat in appearance and very low in price compared to the average Loud Speaker on the market, and will certainly give all the volume required for listening-in to broadcasted programmes, news, &c.

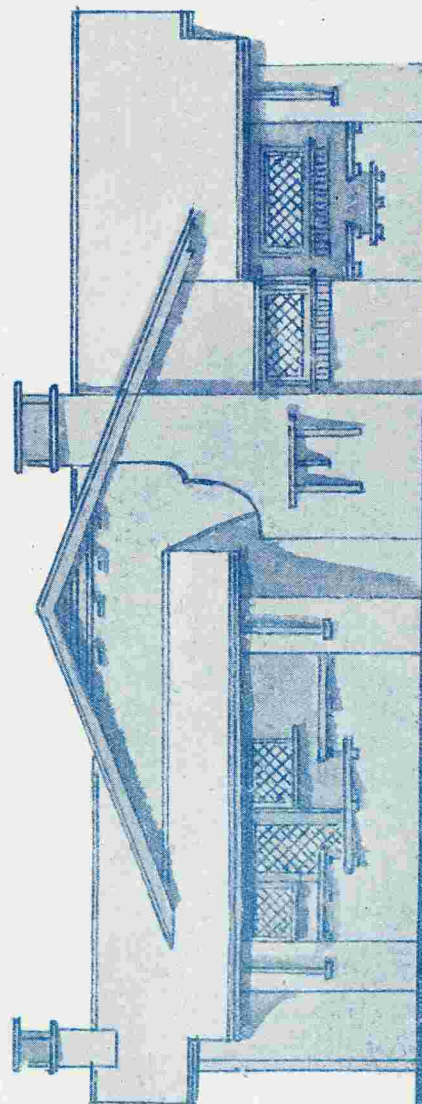
A complete display of all the types of Phillips' Tubes is to be seen here, as this firm are wholesalers of these tubes. These tubes are well and favourably known to experimenters on account of their efficiency and their low price.

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The Convention.



It has long been realised that the Federation of the various branches of the Institute and the formation of a Federal Executive would be a very desirable accomplishment and a big step forward for the experimental movement in Australia, but until now, one thing or another has always prevented a closer affiliation of the various State executives than has so far existed. The Convention to be held on Friday, however, promises an opportunity for the various States to meet on common ground and lay the foundation of an all Australian organisation, and to the Victorian Division goes the privilege of being the convener of the gathering. The matter has been prominent in Victorian amateur circles for some time, and to the other States the Victorian Division tenders its best thanks for the sympathetic support so far accorded the proposals. The Council of the Division wishes to take this opportunity of greeting visitors from other States and of expressing the hope that the outcome of the Convention will be mutually satisfactory, and that its influence for good on the experimenter will be immediate and positive.

Conditions are rapidly changing, and it must be patent to all who have any knowledge of the politics of wireless that the experimenters are on the threshold of a new era which will be largely what we ourselves make it. Let us bear in mind always that the ultimate goal of every genuine experimenter is the improvement of wireless communication for the general good of the community, and in this light consider the approaching bogey of broadcasting. Broadcasting is a public utility which must have a great influence on the community generally, and it therefore behoves us to further its development in every possible manner. The ether is a house with room for many tenants, and provided that none trespasses on the domain of his neighbours there is no conceivable reason why all should not co-exist in perfect harmony. Discord can only indicate a trespass, which should be traced to the responsible party and punished with the utmost severity. Let us remember first that public correspondence has a vital claim on the channels of wireless communication, and should in no circumstances be tapped or interrupted, let us remember that as one of the greatest inventions for promoting the mental, moral and social welfare of mankind the broadcasting system has a sovereign claim on radio channels, but let us not forget that it is to experimental work that the whole of modern wireless practice owes its existence, and let us therefore foster the experimenter in every possible way. The Wireless Institute advances this appeal for mutual co-operation between the various ether users with the firm conviction that if toleration, consideration and common sense are exercised by the various parties the relations between the experimenter and the broadcaster, and the two together with commercial interests, will be the best which could be attained.

Acknowledgments.



THE COUNCIL OF THE WIRELESS INSTITUTE
OF AUSTRALIA, Victorian Division, wish to
convey their thanks to the undermentioned for various
services rendered in connection with this Exhibition:—

Aeolian Co.	-	-	"Strand" Pianola at Station 3ZL
Sutton's Pty. Ltd.	-	-	Gramophone Records at Station 3BU
Thom's Orchestra	-	-	Selections at Station 3ZL

Station 3AB—for Broadcast Transmission

Station 3UZ	"	"
Station 3ZL	"	"
Station 3BU	"	"

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6. { P. A. Morris - 298 Little Collins St., Melbourne
- { J. Chambers & Co. - Little Collins Street, Melbourne
7. N. Johnston - Kerferd Street, Glen Iris
8. Lake & Marcard - Russell Street, Melbourne
9. Norris & Skelly - Elizabeth Street, Melbourne
10. Louis Coen Wireless Pty. Ltd. - 63 Swanston St., Melbourne
11. W. Cumming & Co. - 222 Swanston St., Melbourne
- 12, 13. P. H. McElroy - 211 Swanston St., Melbourne
14. A. G. Naunton - 5 Montclair Avenue, Brighton
16. United Distributing Co. - 592 Bourke Street, Melbourne
17. New System Telephone Co. - 25 Queen's Bridge Street,
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