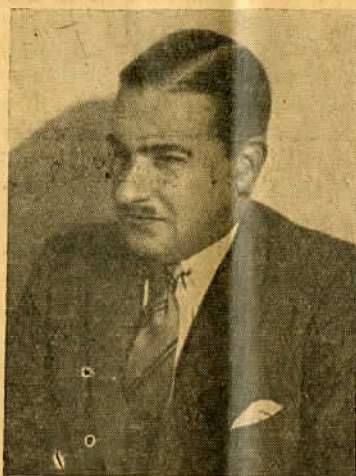


# A National Service for Palestine

## Broadcasting from the Capital to the Country

By W. K. BRASHER



Chief Engineer, Department of Post and Telegraphs

these has already been embodied in the plant, and the second will be embodied if experiments prove this step to be justified.

After floor and accommodation plans of the building had been completed by my Department, the building was designed by Mr. W. J. Price of the Public Works Department. The building provides room for expansion of the service and for accommodation of certain commercial transmitters, which will shortly be installed. Tenders for the construction of the transmitter to specifications drawn up by the Department of Posts and Telegraphs were called for in May 1934, and the tender of Messrs. Marconi's Wireless Telegraph Company Limited was accepted for all the equipment, with the exception of the studio microphones, which were purchased from Standard Telephones and Cables Limited. In certain respects, it was necessary to specify a higher performance from this station than those laid down in the International Convention, and it is now evident that the steps taken by Messrs. Marconi's Wireless Telegraph Company Limited to meet these requirements will produce the results.

and workmanlike appearance combined with accessibility. The general type of construction is that of a screened enclosure the front face of which is composed of grey sheet steel panels behind which are the screening compartments mounting the various units of the transmitter. In the enclosure formed by the panels and the side-screens and doors the various smoothing filters, rectifiers and transformers necessary for the operation of the circuits are pla-

with an anode voltage of 10,000 volts.

A control table in the centre of the Transmitter Hall contains the more important meters repeated from the panels themselves and from this table the Engineer in Charge can control the starting and stopping of all parts of the plant except the pumps which are hand controlled. Warning devices are provided to indicate a water failure in any part of the transmitter, and in the event of a total stoppage in the water flow the transmitter is automatically closed down.

The aerial tuning circuit is mounted in a small feeder house between the two towers, and power is fed to this circuit though a balanced two wire open feeder. A similar feeder is arranged to a small house immediately under the Southern Tower which itself can be energised to provide a higher signal towards the North.

A few further points regarding the transmitter which may be of interest are:-

*On full power the transmitter consumes 120 kw. (equivalent to 161 Horse Power) from the Jerusalem Electric & Public Service Corporation's mains.*

*The valve cooling system requires 400 gallons of distilled water.*

*The volume of air passing through the cooling system per*

chamber orchestra, and the other although intended for talks is large enough for solo musical items. Adjacent to the larger studio, there is a listening and announcers room. Precautions have been taken in both studios to reduce the reverberation constants of the rooms to a suitable figure. The output from the Studio microphones is fed through special mixers to the control room, where the Control Engineer constantly measures and monitors the "level" of speech or music. In this room are also installed the racks containing the "A" and "B" amplifiers. Music from an outside source is also brought to the control table, the output from which goes direct to the transmitter at Ramallah over special lines.

Both in the control room and at Ramallah, there are special check receivers in which an instantaneous comparison can be made between the material coming direct from the studios and that radiated by the transmitted at Ramallah.

A special short and medium wave receiver has been constructed by the General Electric Company to the Department's specification, and is installed on the Mount of Olives for the reception of foreign programmes. This receiver is connected by direct line with the control desk.

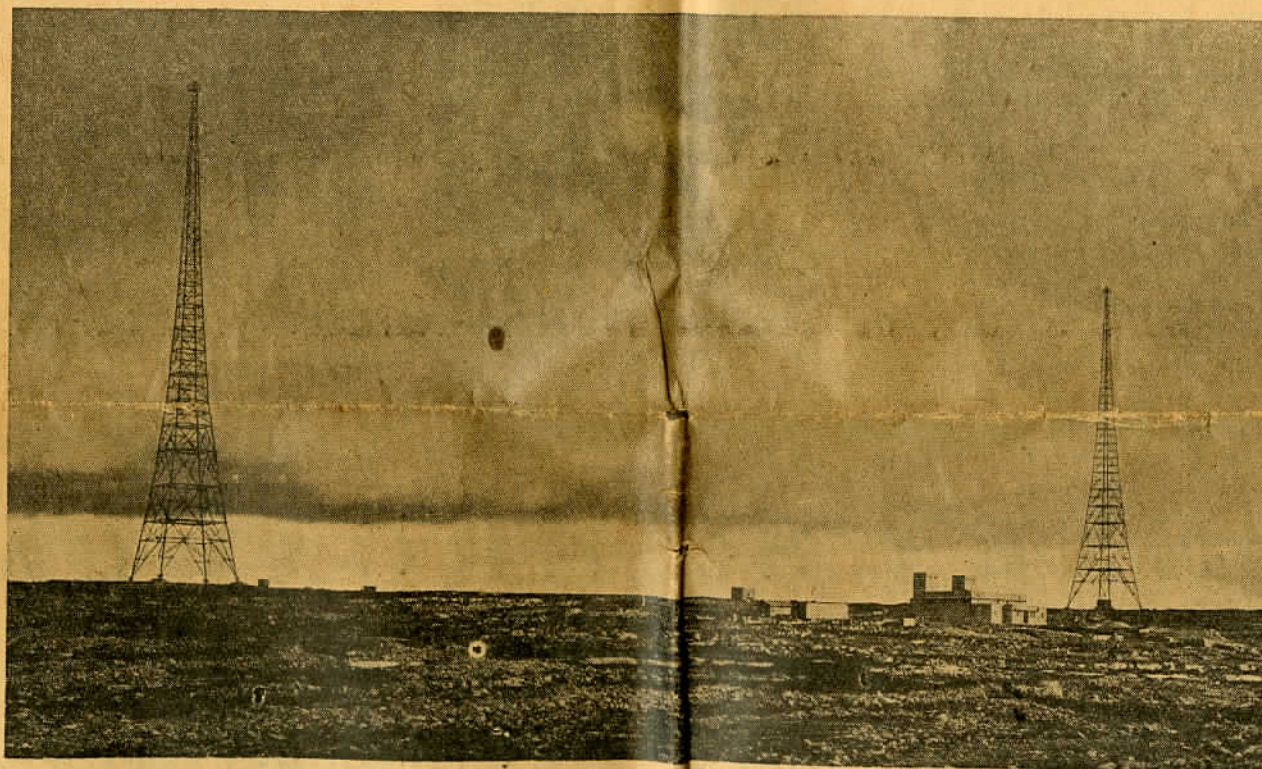
It has been agreed internationally that the medium wave band, which is the most suitable band in the majority of countries for a local service, shall only be used for broadcasting within the territorial limits of the broadcaster's country. Present day practice tends towards a search for aerial design, which will confine a large proportion of the radiated power in the ground wave, thus reducing the indirect wave. So called "anti-fading" aeriels are designed for this purpose. Steps of a different nature, but for a similar purpose, have been taken in the design of the Ramallah aerial and every attempt will be made to use as much of the radiated energy as possible to give a national service within the borders of Palestine. That the transmitter will be heard in adjacent countries is inevitable, but these countries are outside the intended "service" area. Jerusalem may also be heard in more distant countries, but such reception will be in the nature of a "freak" and will not be stable.

The studio equipment and transmitting plan comprise only part of

ON DESCRIBING the Broadcast plant, it is somewhat difficult to steer a middle course which will provide those technically interested with sufficient data without confusing the layman with too much detail. Experts must, therefore, excuse the brevity with which some points are dismissed, while it is hoped that the layman's interest will be held.

Before describing the Transmitting Station in detail, it would be of interest to explain some of the reasons underlying the choice of power, site and wavelength. Assuming that we should aim at supplying a predetermined signal (not less than 1 millivolt per metre) throughout Palestine, a series of estimates were of the attenuation, or weakening of the signal which would occur throughout the country, if the station were located in the hills to the north of Jerusalem. It was found that a carrier power of 20 kilowatts should provide this with a reasonable factor of safety, and, fortunately, by personal representations at Geneva the Postmaster General was able not only to obtain international agreement to the use of this power, but also to obtain the use of a very suitable wavelength. Owing to the congested state of the medium broadcast bands, it was clear that it would be impossible to obtain the allocation of an individual wave, and we were, therefore, "paired up" with a station as far away as possible, and with one which, under the control of the B. B. C., has an excellent record for stability. Although the Jerusalem station and the North Regional station of the British Broadcasting Corporation are widely separated in distance, it is necessary for both to maintain the utmost possible consistency of wavelength, in order to avoid mutual interference, and we are confident that the steps we have taken will allow us to accomplish this with a good margin of safety.

In choosing a site, the first considerations are the availability of a source of power, the suitability of the earth and absence of screening hills or buildings. This distance from the Studios and availability of suitable lines must also be considered. It is also advisable that a broadcaster of considerable power should be located outside a radius of 8 kilometres from a large town. The hills to the north of Ramallah fulfilled most of these requirements as nearly as possible, and the site chosen is

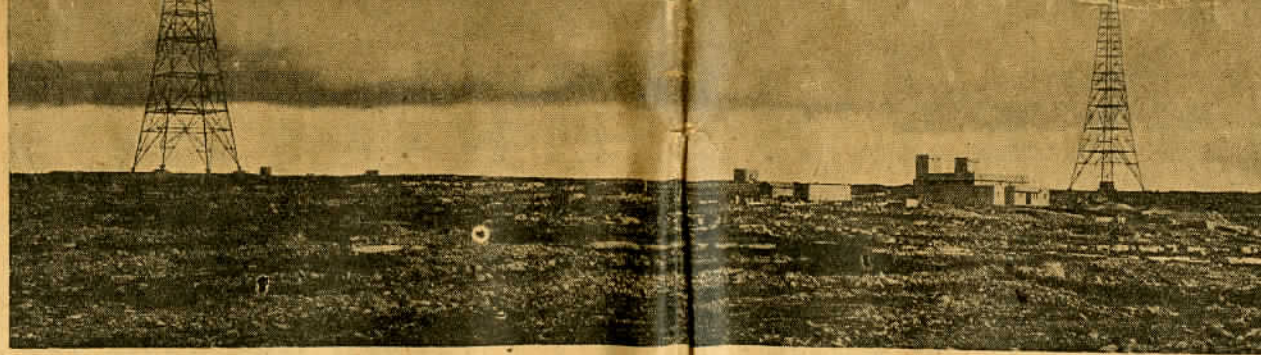


General view of Palestine Broadcasting Station at Ramallah



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Special consideration has been given to the aerial system of the station, in order to increase the proportion of energy radiated towards the North. Two unusual steps are being taken in the design of the aerial system; one of



General view of Palestine Broadcasting Station at Ramallah

THE transmitter is of the very latest type, known as "series modulated," and is similar in many respects to that recently erected at Droitwich by the British Broadcasting Corporation. The design adopted by the Marconi Company has the merit of neat

ced. Access to this enclosure is prevented by means of locked doors. The act of opening these doors operates safety interlocks, so that it is impossible to obtain access to live (20,000 volt) high tension equipment.

The constancy of the carrier frequency is maintained by a Quartz Crystal Master Oscillator Drive enclosed in a sealed chamber kept at a constant temperature by means of later units thermostatically controlled. As an additional precaution the whole of the drive and its auxiliary and coupling circuits are installed in a small separate room the temperature of which can itself be controlled. The output from the drive rack is fed to the transmitter through a concentric high frequency feeder line.

From the drive the next stage is a high frequency magnetron which feeds the final modulated amplifier employing four water cooled valves in push-pull. Owing to the series modulation arrangement the filaments of these valves are insulated for a high potential above earth. The output is coupled to the aerial in a special manner in order to minimise H. F. harmonics.

Let us now return to the other room, similar to the drive room in which the speech and music coming from Jerusalem is fed into an amplifier and measured. The output of this amplifier passes through a sub-sub-modulator and sub-modulator to the main series modulator which employs four water cooled valves in parallel,

hour is 30,000 cubic metres.

The Towers are 290 metres apart and are 100 metres high and weigh, approximately, 40 tons each.

The Carrier frequency can be maintained constant by the crystal within plus or minus five parts in one million.

THE Studios are temporarily arranged in the Palace Hotel Jerusalem until the New General Post Office is completed, when they will be moved into more permanent quarters. In a station of this size, the studio wiring and arrangements are extremely complicated.

There are two temporary studios, one, the music studio, large enough to accommodate a small

## Palestine in the Broadcasting Union

Palestine and the Vatican were received as new members of the International Broadcasting Union when a conference was held at the beginning of this month in Paris at the invitation of the Union Internationale de Radiodiffusion. About 150 delegates representing private and state-controlled broadcasting organizations in 26 European and 16 overseas countries were in attendance as well as representatives of the League of Nations and the Vatican.

The future development of broadcasting was the principal subject for discussion at the conference which was presided over by M. Maurice Rambert, of Swit-

zerland, and held under the patronage of M. Georges Mandel, French Minister of Posts and Telegraphs. Television and the new regulation of wavelengths occupied much of the attention of the delegates. The matter of wavelengths is of special interest to listeners in Palestine as the regulations favour long distance transmission under the specific conditions of Palestine.

The Conference resolved to arrange a number of World Concerts along the lines of the "European Concerts." The first will be a transmission on September 20 of the roar of the Niagara Falls from U.S.A.

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I have never had much sympathy for people who sit back with a superior, far-away look in their eyes and talk about the good old days, the days when, for instance, motoring *was* motoring and not, as one might otherwise have been inclined to suppose, the painful process of lying on one's back in the roadway, and who try to make you feel as though they had suffered in order that you might lead a fuller and a freer life.

But now things are altogether different. At last, I myself am experiencing the gentle glow of satisfaction that comes from having been, so to speak, "in at the birth" of something that has become the people's pride and joy; it gives me a great kick and, whether you like it or not, I propose making the most of it.

I refer, of course, to the radio and first of all I must make it quite clear — in case you should harbour any doubts — that you mere knob-twisters of today with your magic brains, magic eyes and metal tubes, your automatic this and self-adjusting that, know absolutely nothing of the joys of *real* radio, the radio of the early days.

#### No More Peace

For one thing the *peacefulness* has gone out of it. With only a cat's whisker, a crystal and a pair of earphones to guide us many was the happy evening we would spend together in utter silence, seeing and hearing nothing and none of us was a jot the worse for the experience save for a little redness around the ears; whereas nowadays there is always the dreadful certainty that the simple turning of a knob will release a flood of sound against which all further attempts at coherent conversation will be as unavailing as an application for a private telephone in Palestine.

# Those Were the Days When Radio was Radio

By *LESLIE*

That, of-course, was in the very first stage, the "crystalis" stage which preceded the real heyday of radio, the glorious, howling 'twenties.

The sets of that manly period in the development of radio did not come to you in any pretty-pretty polished oak cabinets ready, at the slightest provocation, to burst into sound. No sir, we *built* our radios — or got a friend to do it for us for the actual cost of the materials.

Blue prints had to be pored over, wires had to be wired, contacts had to be soldered, batteries had to be charged; it might take weeks, it might take months and, to add to the sheer fun of it all, even then it mightn't work.

The essence of the whole business, which we fancifully termed a "wireless set," was the panel where, Geneva-like, amidst an indescribable confusion of coils within coils, some semblance of unity amongst the various pieces of debris scattered around the room was achieved, as a result of which a sort of ear-trumpet affair was induced to emit a thin reedy noise sometimes remotely resembling speech or music but more often approximating to the shriek of a maiden unexpectedly confronted with a fate worse than death itself.

#### The Warmer Emotions

The modern machine which gives you, with scarcely a flinch of its magic eyelid, the voices of oriental songsters who warble as though attempting to sing in a Palestine bus travelling over stones,

may give forth some measure of pride in its hard efficiency but the warmer emotions that spring from the protective instinct were evoked in all their fierce maternal intensity by the dear old wireless set, with its lovable human weaknesses, especially when, in moments of distress, it wailed plaintively like an unhappy child.

One brought it home little presents; nothing for instance, pleased it more than a new zinc plate, or a gadget for ensuring it a constant supply of bigger, better and more nourishing waves. For all these little attentions it was grateful, it devoured them greedily and exploded new valves with a merry pop which sent one's friends into peals of laughter. What, after all, can you offer the monster of today but a ha'porth of

electricity and an occasional chromium needle?

#### Too, Too Easy

Radio has been made too easy and we old timers don't like it. No more fun with the old dry battery, juggling about with the terminals until a loud explosion told you that you'd got a wrong number, no more stray wires to trip over, no more acid to spill on the carpet, in fact, scarcely any more fun at all.

Yes, you may laugh at us fiddling around trying to get stations which today are considered, comparatively speaking, within actual earshot but when we did eventually find a station we were so thankful (and exhausted) that we had the good sense to listen to it, whereas today to stop and listen to any programme at all, however good, is almost considered cheating.

For when the modern radio-fan sees a modern radio a strange mad look comes into his eyes, his fingers twitch nervously and before long you will find him sure enough, at the controls, twiddling from one station to another in a never ending search for the more and more remote, not caring what he gets so long as it comes from a long way off:

To my mind, in fact, there is just one thing missing in these magic modern outfits — a strong pair of magic teeth that will get up and bite people who can't leave the tuning alone.

Nothing could better illustrate the queer mentality of these people than the following statistics

compiled at the home of a fairly average radio-receptionist (I will not call him "listener") during the course of an evening's radio entertainment:-

#### SUBJECT:

Opera. Clear and strong. Time: 3 seconds.

Talk. "Fruit farming in Kenya." Very dull, with morose accompaniment. Time: 23 seconds.

Humorous back-chat from Nijne-Novgorod (?) interspersed with explosions. 27½ seconds.

Speech. "Illegality of Court which declared something or other illegal." From U.S.A. Almost inaudible. Time: 35 seconds.

News from London. Very clear. Time: 4 seconds.

Australian amateur re-iterating "Can you hear me?" Time: 65 seconds.

Queen's Hall Concert. Very good. Time: 2 seconds.

Speech. "The future of the yen (or the zloty?) in Chinese or Polish, as the case may be, or possibly just statistic. Time: 5 minutes.

Revolutions. Earthquake. Distant noises. Time: One hour.

Ah, well, may be I am old fashioned — I guess I am — but some of you whose memory goes way back will find it in your hearts to forgive the tears that gather in my eyes as I think of the good old days, the days when *Radio was Radio* .....

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John Hopkins  
Jameson's Irish Whisky  
Lanson's Champagne  
Ravenscroft & Jones Wines  
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Tennents Beer  
Trio Beer  
Whitebread's Beer, Ale & Stout

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WHEN I arrived in Palestine my first concern was to discover how far a varied experience of British Broadcasting would be relevant to the establishment of a Broadcasting Service in a country of which I had no previous knowledge. A few days in Jerusalem revealed a number of quite new problems unlikely to arise in any other country or at any other time. The most obvious problem was, and is that of language. In Great Britain, the B.B.C. has had its own problem of providing a bi-lingual programme in the old "West Region," which served both Wales and the West Country. But there were only two languages concerned in that case, and there was an alternative programme available. Another obvious difficulty was that, although Broadcasting in Palestine, as in other countries, would have to go through its difficult stage of infancy, the listening public was already adult, fully accustomed to hearing the Programmes provided by organizations in Europe and Egypt, which have already passed through the stages of infancy and have resources of talent and of finance which obviously are not to be expected in the early days of Palestinian Broadcasting. I soon began to wonder, in fact, whether any of the knowledge acquired through experience elsewhere could possibly be applicable to this country.

During a visit to Egypt I was able to see at work a Broadcasting Service which, despite fundamental differences, had some of the same practical problems to face as Palestine had. In Egypt the language difficulty exists, though not in such a complex shape. There valuable experience has already been gained in adapting this most vital of modern inventions to an Eastern civilisation. As a result of this visit, and particularly of many stimulating conversations with those concerned with the programmes of the Egyptian State Broadcasting, I was reassured in my belief that

# Reflecting Life in Sound

## Uses and Misuses of Broadcasting

By R. A. RENDALL

there are certain essential principles which can be applied to any Broadcasting Service, whatever the external circumstances.

The functions of Broadcasting must be essentially the same all over the world, simply because they are so inclusive. Some people will tell you that Broadcasting is a heaven-sent instrument for purposes of education; others refuse to regard it as anything more than yet another way of providing entertainment for a pleasure-seeking generation. But an invention so all-pervasive in its activities must surely concern itself with the full range of human interests and refuse to accept any of the arbitrary limitations which the vested interests of "high brow" or "low brow" would impose upon it.

ESSENTIALLY the function of any Broadcasting Organization is, I believe, to reflect all that is interesting, all that is valuable in the life of the community which it exists to serve. That may seem a very ambitious claim, as long, at least, as Television remains unperfected. How can we hope to reflect, in terms of sound only, more than a very small part of the life of any community? That is a question which recent experiments in Europe and America have answered with unexpected success. In the early days, programme-builders and listeners alike limited their conception of programme material to that which could be confined within the four walls of a studio, but it was soon realised that there was much good material which could not be brought to the microphone. To meet this challenge the "Outside Broadcast," as we call it in England, or "Remote Control Broadcast," as I believe it is called in

U.S.A., was rapidly developed. Since then the microphone has left the studio increasingly often, and has enabled millions of listeners to share experiences which would otherwise have been beyond their reach. Concerts, "state occasions," public functions, sporting events — all these have been caught and reproduced by the microphone.

At the same time, great changes have taken place inside the studio. More and more has it been realised that good Broadcasting is an art in itself. Just as experience taught us first that a stage-play needed adaptation for the microphone and, later, that there were possibilities in the writing of plays specially for the microphone, so it became increasingly obvious that a distinguished lecturer or a great public speaker must go to school again and learn a new technique if he wished to be a good broadcaster. Today one can find in Great Britain more than one man whose name is universally known simply because he possessed the particular qualities which go to the making



R. A. Rendall, Seconded by the B.B.C. as Advisor on Broadcasting to the Palestine Government

of a great Broadcaster. This is not only a question of voice and language, but also of personality, sincerity and the willingness to take pains in learning a new and fascinating job. There is, of course, no space here to discuss the many modern developments in

broadcasting, it is important not to forget the functions of the listener, and the technique of listening itself. Listeners who are perfectly prepared to give advice about programme-building or studio production, although they have never been inside a studio, are often surprised if it is suggested to them that the part of



Broadcasting a Description of the of the Oxford v. Cambridge Boat Race from the Launch "Magician"

the listener can also be played indifferently or even badly. I believe that the function of the listener is less easy and more important than is generally realised. The ultimate value of broadcasting in any community must depend not only on the quality of the service provided but also on the willingness and ability of listeners to perform their task with intelligence and tolerance. The listener who uses his Wireless Set as a source of background noises while giving his mind to other activities is an extremely anti-social being, not only because he is adding to the amount of unnecessary noise in a world already half-deafened, but also because he is failing to do his share of the job to which he put his hand when he bought a set.

No listener can demand a programme suited to his own mood and interests at any given moment. If this is true when one is deal-

do they waste so much of their time. The criticism of such intelligent and tolerant listeners, however severe, is always interesting and often very helpful.

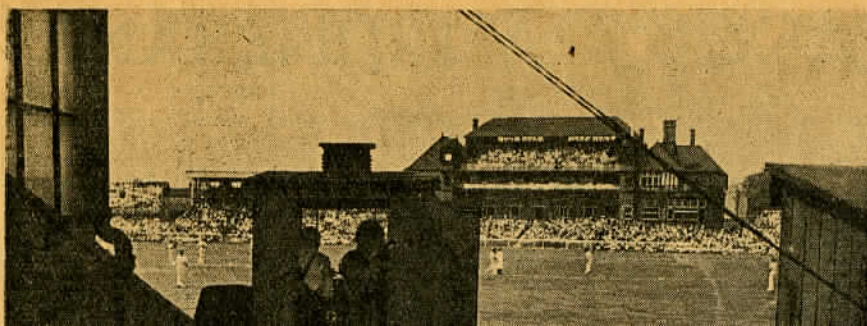
In Palestine today the opportunity exists for listeners and programme builders alike to cooperate from the start in building a national Service. Such a task could never be easy, but in this case there is a host of special difficulties which present a unique challenge at once to the ingenuity of the programme-builders and the good sense of the listening public.

### WIRELESS LISTENERS AND WIRELESS SHOPS IN JERUSALEM

Simultaneous with the opening of the Jerusalem Broadcasting Station we are moving our shops and workshops from Ben Yehuda Street to our large new premises in Hassolel Road, the Dr. Sopher Building. (Near Zion Hall.)

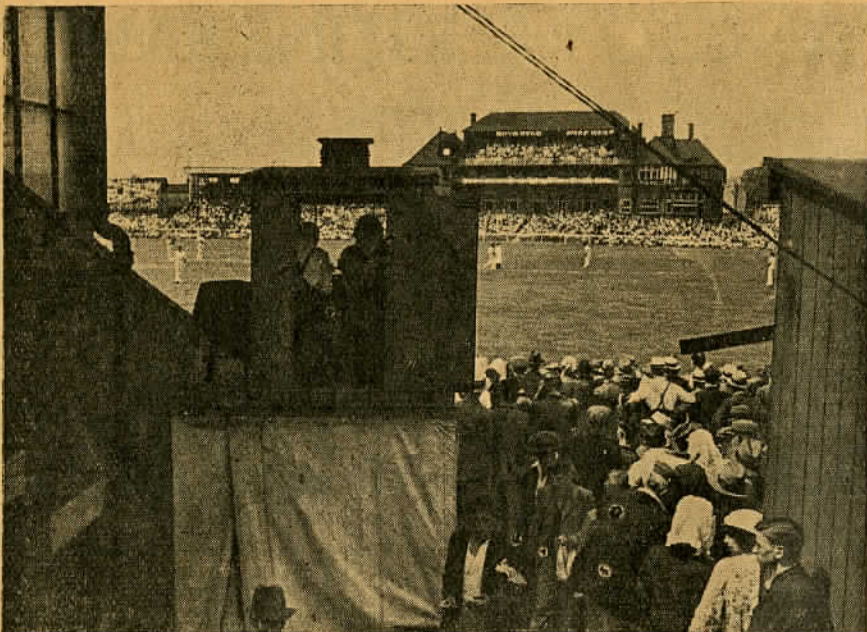
### PERETZ EPSTEIN RADIO SERVICE

Hassolel Rd.  
Jerusalem.





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B.B.C. Commentator at a Cricket match

R. A. Rendall, Seconded by the B.B.C. as Advisor on Broadcasting to the Palestine Government

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IN ANY discussion of the functions and technique of

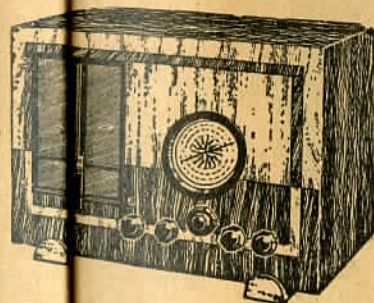
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No listener can demand a programme suited to his own mood and interests at any given moment. If this is true when one is dealing with only one language and with alternative programmes, how much truer will it be in this country? If listeners are prepared to take the trouble to look through the programmes, select those items in which they think themselves likely to be interested, and then to enjoy or to criticise, they are not so often disappointed, nor

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# Romance of Radio Selling

## Bandits and Lions — all in a Day's Work

By COL. J. W. AVERY  
Vice-President American Steel Export Company

SELLING radios nowadays can be a more exciting adventure than big game hunting. It not only takes one into the jungles of Africa to see that the tribal chieftains are able to enjoy their nightly menu of London jazz, but it takes one up in the air, down South American rivers, and into the palaces of known and unknown monarchs.

The daily diary of the Far Eastern Salesmanager of the Philco Company would make blood and thunder reading to suit the taste of the most romantically-minded youth. He travels 15,000 miles to cover Harbin, Manchuria, Karachi, India, Shanghai, Hongkong, Saigon, French Indo-China, Singapore, Burma, Ceylon, Calcutta and Bombay.

The prevalence of bandits, makes it necessary to travel at times with armed guards. The weather too is a grave danger, varying from 35 degrees below zero in Manchuria to 110 degrees, with

A family of lions is only one of the things that one meets with when selling radios in Africa. A serviceman was sent through lion country to help a dealer. On returning to his car he discovered that a family of lions had curled up snugly in front of the vehicle and looked as though they intended to remain for some time. Being unable to drive around them, he was forced to disturb their slumber by honking his horn. They immediately awakened and approached the car to see what all the fuss was about. After biting a tire and doing a lot of sniffing they walked off, apparently finding the smell of oil and gasoline distasteful and the rubber tire inappetizing. The most inquisitive member of the family fled back to the bush nursing his nose which had been burned by the muffler.

### Juggling on Camels

Bringing radios to these African natives is not an easy job. In South Africa one contends with



Broadcasting Station at the Fiji Islands

97 degrees humidity in India. Not only the salesmanager, but the radio sets, must be prepared to withstand these ups and downs of the thermometer.

### Educating Chinese

But both bandits and weather must be faced, as the Far East has definitely become radio conscious. Many broadcasting transmitters are being erected in China, Siam

the dust storms in Johannesburg and excessive heat and humidity in Durban. In Northern Africa, the trials only begin when the radios arrive at Casablanca, Melilla, Algiers or Tunis. Here, for the inland trip, they are transferred to camels. Nothing can compete with a camel caravan when it comes to juggling a radio set to pieces, unless it has been

LATER than Western countries but earlier than many Eastern countries, Palestine began to listen to broadcasting from the world at large.

The import of radio sets is the most accurate sign of Palestinian interest in wireless. The following table shows that four years ago the figure for import of radios was not very large. During the recent immigration period there has been a steady rise. Dur-

### Import of Radios and parts

	Value LP.	U.S.A.	From Holland	U.K.
1932	10,829	6,200	—	2,500
1933	20,932	8,900	3,900	3,700
1934	52,759	25,000	9,500	8,800
Jan./Oct. 1934	38,391	—	—	—
Jan./Oct. 1935	62,058	—	—	—

The demand for radios in Palestine increased when the receiving sets were capable of giving a better performance. The most important reason, however, for the soaring import figures within recent years, was the German immigration.

When the German Jew arrived here he discovered that his radio, brought from Germany, did not suffice in Palestine where short waves are most important for reception, with the exception of receiving sets with five and six tubes (Superhet).

The table shows that the U.S.A. was first in supplying sets to this country. Palestine purchased 56 per cent of her radios from America in 1932; 43 per cent in 1933; and 47 per cent in 1934. It is expected that this year America will have received even a larger share of Palestine's business. England and Holland shared between 16 and 19 per cent of the 1933 and 1934 totals.

The radio market has been extremely dull during recent months. This may be attributed to the fact that Palestine was awaiting the opening of the broadcasting sta-

(Continued from preceding Col.)

tion, except by air, is uncertain. Narrow gauge railways, mules and even porters carry the radios inland. In this country where "Manyana" (tomorrow) is the most important word in the language, both mules and men feel that next week is another week and perhaps it will be raining less. Even nature conspires sometimes to hinder transportation. For instance, there was the time that

# The Palestine Radio Market

## Beginning of a New Industry

ing the month of October, 1935, radios were imported to the value of LP.10,000 which is as large as the figure for all of 1932, although the price per set was approximately the same in 1935 as in 1932.

cover in the near future.

The last receiving sets sent from the U.S.A., Holland and England show an improvement in reception of all wave lengths and the majority of new sets can be easily tuned in.

A six tube set is now being produced in Palestine. The factory, the Near East Radio Works, Tel Aviv, began production of one series in 1935, and it is reported that about 350 sets have been sold. Cabinet, coils, transformers and scales are produced in the factory, the other parts being imported. The price of the set is 10 per cent lower than foreign sets of equal quality.

## London's Strange New Landmark

### TELEVISION MAST PINNED TO TOWER

LONDON.— July 1, is the provisional opening date of the B.B.C.'s Alexandra Palace television station. The last stages of construction have been reached and the delicate operation of fixing the 215ft. mast on the summit of the rebuilt 84ft. brick tower is about to begin.

This mast is to be pinned to the tower without any supporting stays. Though it has been completed separately, it will take from three to six weeks to erect.

When the mast is in position London will have a strange new landmark 600ft. above sea level. The upper part of the mast will be octagonal in shape, and from it will radiate two sets of arms car-

rying short lengths of vertical aerial wire, from which the sound and vision will be broadcast.

While the Post Office is constructing a television cable between London, Birmingham and Manchester, and one connecting Broadcasting House with the Alexandra Palace, experiments are also being made with the use of micro-waves for television purposes. The B.B.C. has lately been regularly broadcasting on ultra-waves from the roof of Broadcasting House in Portland place in order to learn something more of the behaviour of the television wave lengths which will be used at the Alexandra Palace. During May and June testing on both sound and vision is expected to be in full swing from the Alexandra Palace.

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97 degrees humidity in India. Not only the salesman, but the radio sets, must be prepared to withstand these ups and downs of the thermometer.

**Educating Chinese**

But both bandits and weather must be faced, as the Far East has definitely become radio conscious. Many broadcasting transmitters are being erected in China, Siam, Indo-China, British Malaya and India. China has gone so far as to contemplate educating her inhabitants by means of transistones and central transmitting stations. Although the silver buying

the dust storms in Johannesburg and excessive heat and humidity in Durban. In Northern Africa, the trials only begin when the radios arrive at Casablanca, Melilla, Algiers or Tunis. Here, for the inland trip, they are transferred to camels. Nothing can compete with a camel caravan when it comes to juggling a radio set to pieces, unless it has been perfectly packed.

But it is not all romance of the Richard Halliburton variety. Only recently it was learned that the Central African representative of Pimlico had died while travelling

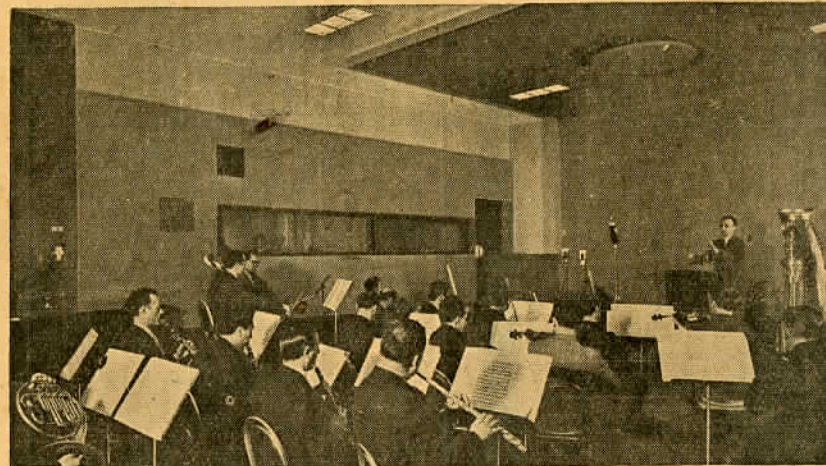
(Continued from preceding Col.)

portation, except by air, is uncertain. Narrow gauge railways, mules and even porters carry the radios inland. In this country where "Manyana" (tomorrow) is the most important word in the language, both mules and men feel that next week is another week and perhaps it will be raining less. Even nature conspires sometimes to hinder transportation. For instance, there was the time that the distributor in Bogota, Colombia, cabled for a fresh supply of radios as his stock was on a river steamer half way up the coast. Radios on a river steamer did not seem unusual. But on close inquiry, it was learned that the river had run dry and it would take weeks to send a relief expedition through the jungle to rescue the marooned sets.

**Wars Stimulate Sales**

Even wars do not hinder radio sales—in fact they are liable to stimulate them. Both the President of Paraguay and the Commanding General of the Paraguayan Army keep touch with internal and external affairs by means of radio. Owing to warfare in China many of the missionaries find themselves isolated. Their one contact with the outside world is their radio. Missionaries in Ethiopia to have been clinging to their sets during the recent stormy period. In Mexico where internal conditions are never too calm, cabinet ministers not only have radios in their homes, but in their automobiles as well, so that they can be in immediate touch with all and every revolution.

And so the drama of radio reaches into the far corners of the world. The King of Iraq recently received fully equipped Radiobar, a number of radios are installed in the Vatican — even in the Vatican automobiles.



*The Last Word in Modern Studios — Station WABC., New York.*

policy nearly ruined China, she accepted the situation with the proverbial Chinese calm and now, judging from the sale of radios, business is on the upgrade.

THE people of Siam are listening in to the world with great enthusiasm. Probably they take cue from their Royal Family. The brother of the former King of Siam might be termed somewhat of a fan,—he has 15 radios in his Bangkok palace. And life for the women in the palace is more interesting than formerly, for radios have been installed in the ladies' quarters.

the Belgian Congo. Owing to local regulations, his body cannot be removed for a year.

South Africa has been enjoying a boom because of activity in the gold mines. Possession of a radio set is almost the first demand. While the African native cannot understand a word of the broadcast, he is entranced by the music. He considers jazz as a strange, barbaric melody from a foreign country (also barbaric.)

DISTRIBUTING radios in the interior of South America opens up another chapter. Trans-

(Continued in next Column)

# THE ANGLO-PALESTINE BANK LIMITED

ESTABLISHED 1902

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