GENOA TO SYDNEY — GUGLIELMO MARCONI AND THE ILLUMINATION OF SYDNEY TOWN HALL IN 1930

by Francesca A. Musicò

Francesca A. Musicò is a second year PhD student and tutor in the Department of History, University of Sydney. She is currently writing a chapter on secular Italian welfare associations in NSW between 1881 and 1950, which comprises part of her thesis on the history of Italian community welfare in NSW.

On the 26th March, 1930, in Genoa Harbour from his yacht, Elettra, Guglielmo Marconi relaved through beam wireless a switch that turned on the 2800 lights of the Sydney Town Hall. An audience of 3000 people, in total darkness, were awestruck when the Town Hall was illuminated around them. The event was hailed as a technological marvel, even though an impetuous Marconi had relayed the switch several minutes earlier than anticipated.1 Over 14,000 miles were covered. with the signal being relayed through several stations across the world, from Europe to Dorchester, to Grimsby then to Australia where it was received at Rockbank (Victoria) then from Melbourne to Sydney. Previous to the experiment. the longest distance covered by wireless transmission was 2000 miles over the Atlantic.2 The triumph over time seemed to fascinate so many observers. The fact that 14,000 miles were covered in one seventh of a second seemed magical. The Sydney Mail reported 'Here was magic! Arabian nights recede into remoteness; their magic was nothing compared to this'. Even more miraculous was the fact that only half a kilowatt of power was used for the entire experiment. For many, it seemed that operating radio without wires was surreal and unimaginable.

Four days later on the 29th March, Marconi again made history by transmitting an address from the *Elettra* which was amplified to a large audience in the Sydney Town Hall. In addition, thousands of others were listening to the address at home on their own wireless sets. Marconi's message to Australians celebrated the success of the experiments:

Hello, Australia: Marconi speaking on board the yacht, Elettra, at Genoa, Italy. I am delighted to speak to you in your great cities and wide spaces. I am glad that the experiment of switching on the lights of the Town Hall was a success. I hope to meet you all in your wonderful country soon. Meanwhile, I send love from all the world to all your people'.4

In addition, Marconi congratulated Australia on its advancements in the history of wireless transmissions. Newspapers, such as *The Sydney Morning Herald*, claimed that Marconi's message was an even greater feat than lighting the Town Hall. This was because the power needed to transmit the message was less than that needed to boil an electric kettle.⁵

The press claimed that Marconi had chosen Australia as the site of his great experiment because of the rapid progress of electro-technical science that occurred in the country. In essence, Australia was the perfect country for Marconi to use his inventions to their full capacity. After all, Australia was a remote country whose primary need was communication to bridge its inland and overseas isolation.

The lighting of Sydney Town Hall was not Marconi's first encounter with Australia. As early as 1902, the Marconi Company had submitted an unsuccessful wireless proposal to the Australian Government to connect Australia and New Zealand. This was the first of many proposals submitted by the Marconi Company.7 The Marconi Company also began the first of its struggles to convince the Australian Government to adopt wireless in various states. Interestingly, in 1912, the English Marconi company sued the Australian Government over their patent rights.8 However, it was not until the permanent arrival of Ernest Thomas Fisk in 1911, resident engineer for the English Marconi Company, that Marconi's public relationship with Australia began.9 Apart from having the task of selling Marconi's technology to Australia, Fisk was instrumental in arranging the first direct wireless message from England to Australia in 1918. The message was received at Wahroonga on the 22nd September, 1918.10 This event was given much international acclaim due to the large distance overcome by Marconi's technique. It showed promise that Australia would no longer have to rely solely on underwater cables as a

DAWN OF NEW ELECTRICAL ERA

RADIO WONDER

TRIUMPH OF INVENTIVE GENIUS

SYDNEY EXPERIMENT

POWER WITHOUT USING WIRES

"News" Special

GENOA. Westernland

THERE was a tense moment in the crowded cabin of yacht Electra to-day, when Marchese Marconi pressed a telegraph key, and then awaited a voice from Sydney to announce that the lights had been switched on in Sydney Town Hall.

This Manhawa have an arealised in some when the source of the fire parameters are amounted the soul the captions are approximately the soul the caption of the source of the sounce of t

About the Marian Selection of the Marian Selection of the Marian Selection Selection of the Marian Selection Selection Selection of the Marian Selection Sel

With Merchan Marront was releptoned by the Merchanian of Advantation has seize best till in bester at the Floritan II she in bester from the first and the forest and the forest and the forest Marron will are to Be the merchanian of the forest Marron will are to Be to be properly that approximate and the properly that approximate and the properly in a bring distance fail.

UNIQUE CEREMONY

SCENE AT TOWN HALL

We have deviced it as the first man been in a few feelings of the chair-main of the block through the balls. But he was a support to the best time to the balls but he was a support to the best time to the balls but the balls of the ball ball balls of the ball balls of the balls of the ball balls of the balls of the

From this yacute in the Mediterranean off Genome, her Homosand miles wast, the instruction of the state of the state of the state March 1, the state of satisfaction of satisfaction of satisfaction of the 2000 lightly in the local, an epochal cavet A pattern the hold, an epochal cavet A pattern the local satisfaction of the seagen from

Lect mabts presendings were the result of experiments that have been carried on under the committee of the exhibition in Marrent and Mr E T Fisk from the Sydney office of the AWA.

At 8 or clock when the first stead of a terms of encouraging the electric stead of the income was brought, into tening a stead was given by the operation in the first half to Marchael.

INVESTIGE OF SHAPE

The haif was but dimit instituted above the Petityle requested that agreement into the total and the second of the limits of which he which he which he had all was ready if he make, the request of the opening the agreement of the period of the light was accorded to, and the hill was such as the agreement of the second of the light was a former to the second of the light was a former to the second of the light was a former to the second of the light was a former to the second of the light was a second of the

Many other experiments have been carried out by Marcoul and Mr Fish II 1918. Marcoul transmitted by Mr Fish the Brit direct wireless measure between England and Australia Comparationary referring to

and night's experiment were received from Mayor Wemp, of Toronto, Casoola for British Electrical Development Association, London, and others.

MARCONES MESSAGE

Marconi stated in his own message "I shall stromatically release a train of waves from the Beam wholess to them to England which will be possible than the position of the state of the sta

Evening News, 27 March 1930, p.6

The Sunday Times, 30 March 1930, p.2

OVER 12;000 MILES OF SPACE

Marconi Rings Up By Phone

O'Est the amountaine and hills of the old world, over the amount cities of the Balkana, through the shilly mixer sining from Turkin, talley, and the warm are that hongs elected, over the aridplaine of Ania Minor and India, therese excess deric wear and love the conductor excess deric wear and love the conductor of Marconi come yearerday afternoon to 3000 spellmond people at the Balin Exhibition at Hydrey Town Hot. The speech was relayed through Jills cheening

GREETINGS FROM GENOA.

Mr. Fink, peneral manager of Amalgameted Wireless, was speaking with Marconi, he relegious for over and hour,



SENATORE MARCONI.

and at 4.30 Marroni bung up his recriter,

"Rello, Australia: Marconi speaking abourd the sacht Elettra, at Grana, Italy." I am delighted to speak to you in your great cities and wide aparen. I am glob that the experiment of whitching on the lights in the Thom Hall last Wednesday was a success.

"I hope to meet you all in your winderful country moon. Meanwhile, I send have from all the world to all your people. Thanks to Ametralia for affording me this opportunity of speaking to you."

CLEAR RECEPTION.

Marconi's voice came over clearly and without interruption. There was an outire absence of statir, and the broadract was as distinct as an ordinary city viscolonic convergation.

It was early morning at Genon when Marcoul was speaking, and the power he used was less than it takes to boil plut of abaving water. He had a wat-length of 27 metres, and his suite cash over 12,000 miles in one-fifteenth of

Mr. Fish spoke with Marconi nearly certy day last week. The wireless wisanhas repeatedly congratulated Amalgam ated Wireless on its history-makinenterprise.

means of international communication.¹¹ Not only had Marconi linked Australia to the 'mother-country', but also Prime Minister Billy Hughes was able to send Defence Minister, Sir Joseph Cook, a message from the battlefields of Europe. In 1919, Fisk conducted the first public demonstration of music transmitted by radio in Sydney.¹² In 1924 Fisk and Marconi conducted experiments which led to a direct beam service being developed between Australia and Britain. Throughout the 1920s, both Fisk and Marconi collaborated on several wireless experiments from Europe to Australia.¹³ In essence, Fisk was Australia's answer to 'Marconi'.

Marconi's Sydney Town Hall experiment was organised for the opening of The Electrical and

Radio Exhibition held at the Town Hall. The experiment complemented the Exhibition as it essentially was an exposé of modernity showcasing the most technologically advanced electrical appliances. The exhibition was to demonstrate 'the wonderful scientific developments in the application of electricity',¹⁴ not only to industry, but also to household technology. The exhibition began in 1922 and each year more and more technological treats were on display. modernity had infiltrated into the homes and lives of everyone. It seemed that modernity was now a way of life. The humble toaster, cooker, vacuum cleaner and electric kettle were compulsory items for the 'modern' person. The exhibition was also to prove 'an interesting study by housewives' as there was on display the latest advancements

in domestic equipment of 150 items. Newspapers reported with excitement the new conveniences, including a bathroom tap which could instantly dispense hot water or the house that could be run without the need for matches – electricity was to be the servant of the new 'modern'.¹⁵

Several of the press optimistically saw the experiment as one in a continuing age of technical marvels. The chairman of the Electrical and Radio Exhibition, Mr. P.H. Pettyfer, spoke of the experiment as the first milestone in the 'new electrical era'.16 The Queenslander echoed that more 'wonderful things' were yet to come in the forthcoming decades. 17 The Daily Pictorial reported from London that it would be possible in the future, to start and stop trains, trams and factories using wireless.18 Fisk startled reporters by stating that in the future it would be possible to run ships and aeroplanes by electric motors without the need for fuel. 19 Even the Prime Minister of Australia. Mr. J.H. Scullin celebrating the experiment, echoed this:

Senatore Marconi's feat in turning on the lights at the Sydney Town Hall should bring home picturesquely to every one the marvels of modern wireless, of which Senatore Marconi himself is one of the great pioneers'.²⁰

Fisk, in a message to Marconi, acknowledged that the experiment had brought Australia 'prominently' before the eyes of the world. In Fisk's eyes, the experiment made outsiders view Australia as 'thoroughly up-to-date' and 'possessing initiative'. The Daily Guardian referred to the event as the biggest individual event in Australian wireless history. The paper went on to say that the event 'advertised' Australia in 14,000 different newspapers around the world. Newspaper headlines referred to Marconi's experiment as the 'World Watches Marconi' and, therefore, the world watched Australia. The property of the world watched Australia.

The news of the experiment was widely reported in the international press. *The Times of London* reported as early as the 24th March, Marconi's intention to light Sydney Town Hall. The High Commissioner for Australia reported to the British press that Marconi had successfully illuminated the Town Hall in the presence of over three thousand people. In addition to this, *The Times* continued to keep its readers updated on Marconi's further advances. After communicating with wireless phone to Australia, Marconi further carried out similar tests with Cape Town, South

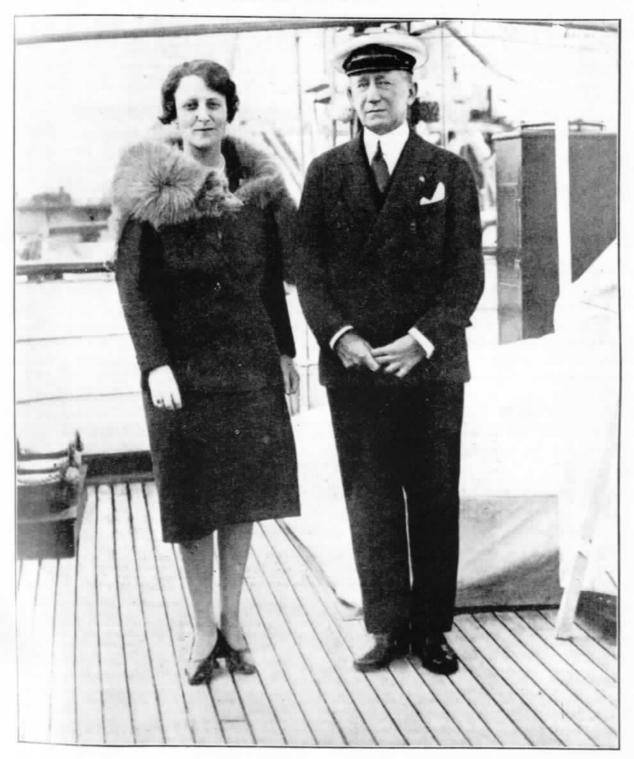
Africa.²⁸ The New York Times also recorded Marconi's achievement in Sydney.²⁹ A large article titled 'Radio Lights Lamps 11,000 Miles Away' maintained that this was 'a notable event in the history of wireless communication'.³⁰ The Elettra had been besieged by Italian journalists. When the experiment was successfully conducted, the news was amplified via loud speakers throughout Italy.³¹ The Italian press on board the Elettra sent a beam message to Australia congratulating the country on its recent success. Even Mussolini showed interest and organised to inspect Marconi's equipment on the Elettra.

Even though most of the press referred to the magnificence of the experiment, some were rather nervous about the potential of such powerful technology placed in the wrong hands. The press seemed to be very conscious of the dangerous effects of wireless in war. Wireless had been successfully used by the navy as well as other ocean vessels. The Queenslander's editorial addressed the issue 'A battleship even now can be directed by wireless. Imagine some combatant destroying cities with the touch of a button thousands of miles away. The death ray beloved of imaginative novelists has come'.32 Another editorial said that such technologies could lead to 'wholesale destruction' at the touch of a button.33 The Italo-Australian was concerned by the realistic possibility of aggressors releasing buttons of electric waves and annihilating entire armies.34

Unlike much of the mainstream press, the wireless and radio fraternity did not view the experiment as a technological marvel. The London based Wireless World and Radio Review wrote of the experiment with technical disdain. In essence, they claimed that Marconi had misled the public. The technical journal argued that there was no connection between Marconi's experiment and transmitting power without wires. 35 The fact that an electric switch was activated on the arrival of Marconi's wireless message bore no relation to transmitting power without wires. The review chastised the press for referring to the experiment as a demonstration of the transmission of power, when in reality it was a normal wireless signal. According to the *Review*, the press was responsible for blowing this simple wireless signal out of proportion 'there was no novelty in the method of performing this operation, and certainly no invention connected with it, yet it was an interesting enough demonstration in its ways had it been left at that'.36 In conclusion, the Review did note that



WEDNESDAY, APRIL 2, 1930.



Marconi and his Wife on the Elettra

Marchese Marconi last week switched on from his yacht Elettra, then lying off Genoa, 2800 lights in the Sydney Town Hall by pressing a key which set in motion the ether signals that were transmitted by beam wireless to Australia. It was regarded as one of the most interesting experiments of the times in wireless transmission, and was a complete success. The photograph shows Marconi on the deck of the yacht with his wife, who was on the vessel when the signal was sent through.



the experiment did have one positive — it pointed the way to a future where electricity could be transmitted 'directly through the air in any direction and quantity desired'.³⁷

Throughout the newspaper reports, there were undertones of the commonality of such technological marvels. Several papers insinuated that they were living in an 'age of marvels' one which brought the advent of the car, aviation and other scientific discoveries. The people of this 'age of marvels' were so accustomed to new discoveries that they were no longer novelties. The *Italo-Australian* remarked that it was 'truly difficult to stir us with the remarkable'.³⁸ Yet, for some reason Marconi's experiment was extraordinary and it did 'stir' the public.

Throughout the media reports, Marconi was hailed as a hero. According to the editor of the Daily Pictorial, the world as a whole was indebted to the genius of Marconi.39 Sydney's Italian community viewed the event somewhat differently. Firstly, they marvelled at the genius of Marconi which is suggested by an editorial by Franco Battistessa in the Sydney Italian-language newspaper, the Italo-Australian. 40 Secondly, the Italian community saw the event as a symbol of the Italian contribution to Australia, as well as Italians and Australians being able to work together harmoniously.41 In the 1930s, there was a plethora of anti-Italian feeling in Australia, particularly in Northern Queensland. Just a month prior to the event, the murder of Italian Domenico Belle at Newtown Station, Sydney, was alleged to have been the workings of the Italian 'Black Hand' or the Camorra. The 'Black Hand' was again alleged responsible for the spate of murders by Italians throughout

Northern Queensland in the 1930s. The press were particularly racist in their coverage of the 'Black Hand' murders, insinuating the evil of the Italian influence in Australia. Also, the Depression aggravated prevailing racial tensions. For the Italian community, Marconi represented a 'positive' image of Italians. The fact that it was an Italian who brought world-wide attention to Sydney gave the Italian community legitimacy. The Italian community was particularly touched when the probability of Benito Mussolini speaking to Australians from the Elettra became a real possibility. The Italo-Australian, a pro-Fascist paper, reported that wireless provided the avenue for a better understanding between the races, as Mussolini was a man whose 'motives and aims' were more 'completely misunderstood than those of any other statesman in the world."

The Italian community's efforts to commemorate the event testifies to the view that the experiments were landmarks in Italo-Australian history. Even as late as 1963, the Sydney Italian language newspaper, La Fiamma, was still featuring commemorative articles on the lighting of the Town Hall.43 When Marconi died in 1937, a commemorative mass in St Mary's Cathedral was held by Sydney's Italian community.44 In Bossley Park, south-west of Sydney, an Italian club founded in 1958 was named 'Club Marconi'. This Club is located in a concentrated area of Italian residency and is the largest Italian Club in NSW, having over 32,000 members. Again, in 1974, members of Sydney's Italian community formed a Marconi Memorial Fund for the provision of a sculpture to honour the centenary of Marconi's birth. The sculpture was executed by Michael Kitching in the grounds of the Sydney Town Hall

and was unveiled in 1976 by Marconi's daughter, Princess Elettra.⁴⁵

Marconi's link with Australia still continues today. Marconi's daughter, Princess Elettra Marconi Giovanelli, frequently travels to Australia to make official visits to Club Marconi and to unveil new monuments to her father. 46 Club Marconi have even called their restaurant the 'Elettra Room'. Sydney Town Hall also has a room named the 'Marconi Room'. Although he never visited Australia, the existence of our very radio system is the greatest testimony to the genius of Marconi.

All images are reproduced courtesy of the State Library of NSW.

NOTES

- 'Marconi was too Impetuous', The Daily Guardian, 27 March 1930, p. 11.
- Marconi's Talk With Sydney', The Age (Melbourne), 26 March 1930, p. 11.
- When Marconi Switched on the Lights', The Sydney Mail, 2 April 1930, p. 20.
- 4 '3000 Heard Marconi at Town Hall', Sunday Guardian, 30 March 1930, p. 6; 'Greetings From Genoa', The Sunday Times, 30 March 1930, p. 2.
- Marconi's Message', The Sydney Morning Herald, 29 March 1930, p. 15.
- " 'Radio Wonder of 1930', Daily Pictorial, 25 March 1930, p.7.
- For more information on early wireless history see: Philip Geeves, 'Marconi and Australia', AWA Technical Review, Vol.15, No.4, December1974, p. 132.
- J.B.Potter, 'The Development and Future of Wireless', Quaderni dell'Istituto Italiano di Cultura, (5), 1975, pp. 161-178, E.Bonollo, 'Guglielmo Marconi — Centenary of an Engineer 1874-1974', Ibid.
- * 'Sir Ernest Thomas Fisk', Australian Dictionary of Biography, Melbourne University Press, Melbourne, 1981, pp. 508-509.
- " Ibid, p. 508.
- First Direct Wireless Messages From England to Australia, AWA, Sydney, 1935,5. A 1935 memorial to the event is located between Cleveland and Stuart Streets, Wahroonga. It features a statue of Mercury, the messenger of the gods with various other symbols of communication. See B.Henderson (ed.), Monuments and Memorials, The Royal Australian Historical Society, Sydney, 1988, p. 89.
- "Sir Ernest Thomas Fisk', Australian Dictionary of Biography, op.cit., p. 509.
- ¹² See Frances Pollon (ed.), The Best of Geeves Nostalgic Cameos from Australia's Past by Philip Geeves, Angus & Robertson, Sydney, 1984, pp. 37,45.
- See Philip Geeves, 'Australia's Radio Pioneers 1-4', Electronics Australia, May, June, July, August 1974.
- "Modern Triumph Girdling the Earth', The Sydney Morning Herald, 26 March 1930, p. 9.

- When Marconi Switched on the Lights', The Sydney Mail, 2 April 1930, p. 20.
- 'Dawn of New Electrical Era', Evening News, 27 March, 1930, p. 6.
- 'Wireless Marvels', The Queenslander, 3 April 1930, p. 3.
- 18 'Radio Wonder of 1930', Daily Pictorial, 25 March 1930, p.7.
- ¹⁹ 'A Forecast', The Sydney Mail, 2 April 1930, p. 25.
- Wireless Marvel Marconi's Achievement Space Conquered', The Brisbane Courier, 27 March 1930, p. 13
- ²¹ 'Congratulations for Mr.Fisk', Daily Pictorial, 28 March 1930, p. 8.
- Wireless Successful Experiment', The Sydney Morning Herald, 28 March 1930, p. 8.
- Marconi was too Impetuous', The Daily Guardian, 27 March 1930, p. 11.
- ²⁴ 'Marconi was too Impetuous', The Daily Guardian, 27 March 1930, p. 11.
- World Watches Marconi', The New York Times, 26 March 1930, p. 10.
- ²⁸ 'Marconi's Experiments', The Times (London), 24 March 1930, p. 13.
- Senator Marconi's Talk to Sydney', The Times (London), 31 March 1930, p. 13.
- Marchese Marconi's Experiments', The Times (London), 15 April 1930, p. 15.
- ²⁹ 'Marconi Tests New Radio', The New York Times, 22 March 1930, p. 24.
- ³⁰ 'Radio Lights Lamps 11,000 Miles Away', The New York Times, 27 March 1930,29. See also: 'Keeping Time With the Air Waves', The New York Times, 28 March 1930, p. 24.
- Marvels of Radio', The Sydney Morning Herald, 28 March 1930, p. 11.
- Wireless Marvels', The Queenslander, 3 April 1930, p. 3.
- ³³ 'An Age of Miracles', The Brisbane Courier, 28 March 1930, p. 14.
- Another Triumph for Marconi', Italo-Australian, 12 April 1930, p. 1.
- The Wireless World and Radio Review, Vol. XXVI, No.14, 2 April 1930, p. 349.
- 36 Ibid.
- 37 Ibid.
- ³⁸ 'Another Triumph for Marconi', *Italo-Australian*, 12 April 1930, p. 1.
- " 'Great Radio Test', Daily Pictorial, 25 March 1930, p. 6.
- Franco Battistesssa, 'Evviva Marconi!', Italo-Australian, 29 March 1930, p. 4.
- ⁴¹ 'Another Triumph for Marconi', Italo-Australian, 12 April 1930, p. 1; See also Pino Bosi, *Blood, Sweat and Guts*, Kurunda, Sydney c1971.
- Ibid. See also 'Marconi Ha Parlato e Mussolini Parlerà Con Sydney', *Italo-Australian*, 5 April 1930, p. 3.
- ⁴³ This article was written by a former scientist on the *Elettra*, Adelmo Landini, 'Non dimenticherà mai quel giorno', *La Fiamma*, 10 December 1963, p. 18.
- 44 'Solenne Messa Requiem in Memoria di Marconi', Il Giornale Italiano, 25 August 1937, p. 2.
- ⁴⁵ Sydney City Council, Sydney Open Museum History Survey, 1994, p. 125.
- ⁴⁰ 40th Anniversary of Club Marconi 1994-1998, Club Marconi, Bossley Park, 1998, pp. 33-34.