Federal Labor Party Turned Down Broadcast Advertising Tax

General Secretary Replies

A t the Annual Conference of the Federal Labor Party last month in Sydney, the resolution submitted by the Kensington Branch opposing a proposed tax to broadcast advertising, was submitted for discussion.

In our issue of March 8th we published details of this matter, and stated that it was understood the Executive would meet within the next week or two, and that action would be taken to have the matter dropped.

A letter has been received from Mr. W. R. Colbourne, General Secretary of the N.S.W. Branch of the Australian Labour Party, as follows:

"Dear Sir,

In the course of Broadcast Business for the day's March 8th, there appears an article headed 'Federal Labor Party Proposed Tax.'

As this article is likely to create a wrong impression as to the real policy of the party concerning the matter under discussion, the Executive is compelled to state that you published information which is not correct.

1. The resolution to Tax Broadcast Advertising was placed on the Annual Conference Agenda by the Kensington Branch, which branch, in accordance with the rules, had a right to put this resolution on the Agenda but in effect it was unanimously opposed to the platform of the party.

2. The Annual Conference meets to discuss resolutions from the branch to discuss matters of policy, motions, additions, or amendments to the platform. The recent conference did discuss the question of taxing Broadcast Advertising and decided to refer the matter to the State Executive. The State Executive has turned the proposal down.

(3) The effect of the State Executive decision is that the Federal Labor Party does not propose to tax Broadcast Advertising, which means that your article of March 8th was both premature and misleading.

"Trust you will give this reply the same publicity you gave your article of March 8th.

Sgd. W. R. COLBOURNE,

General Secretary,"

(We definitely disagree with Mr. Colbourne that the matter published in our issue of March 8th, was premature or misleading. Mr. Colbourne, in paragraph 1 of his letter that the Kensington branch brought this matter up. He admits in paragraph 3 of the matter was discussed at the Conference and was referred to the State Executive, and that the only additional information before the State Executive has turned the proposal down—what we predicted in our article of March 8th.

If it had not been for the action taken by Dr. D. M. Munster, who is a well known user of broadcast advertising, it might be in order to say that there was a possibility of this resolution by the Kensington branch being passed. The fact that the lengthy debate took place at the Executive in the 14th line, shows that it must have had a fair support. The Executive of the Australian Labor Party is to be congratulated on their foresight in defeating such a ridiculous proposition—Ed.)


**A New Dimension in RADIO**

**The Count of Monte Cristo** Makes Radio History

With the coming of the "Count of Monte Cristo," the Australian radio public will hear what is beyond their wildest dreams of radio drama—yet produced in any part of the world.

The production of the "Count of Monte Cristo" has been attended with a lateness never before attempted in radio entertainment. Fixed with the problem of dramatizing one of the world's greatest classics of adventure and romance, the producers decided absolutely not to yield to Hollywood employing all the scientific research of modern radio technique.

Thus the "Count of Monte Cristo" is the first radio production to have a new dimension in radio—what may be termed a "movement" of "distance." This was made possible by the use of "dolly" tracks, in all in some kind of "sound effects" which have amazed radio critics, and technically described as "sound pictures." Suspended from long wires and often not visible, they are the actual "sound" of the effects which have amazed radio critics, and probably never before attempted in any part of the world.

The modern radio emotion of "sight" has been entirely realized in the "sound" production. The Count, the villain, is not only heard—his every word is heard by the listener, but also seen—his every action is seen.

The world's greatest classic has been dramatized, and throughout the production a realistic sound is maintained without ever dominating or obtrusive .

"KLEEBATH" SUCCESS FROM 3AW

BROADCASTING BUSINESS
March 29th, 1935

Disarmament—re-armament—peace or war—depression—prosperity—what does the future hold?

Relatively Unknown

It is astonishing, in view of these facts, how little division enough to be the subject of a discussion, how little comparatively is known by commercial radio people about the real possibilities.

The manufacturer, seeking a market and the retailer looking for customers, have a common problem—the problem of rising public indifference. Surprisingly enough, ordinary instinct is against buying. Only a very small percentage of sales occurs because the buyer reasoned out his desire for the article purchased. His mind was prepared by good commercial deals.

Every evening Mr. Middle class romance for a while from the worries of the week, when he tunes in to music, thought, chills, drama—any of the analyses provided by this newest of entertainments. For the time being, he relaxes his mental vigilance. He wants to believe what he hears, and his mind is open to receive impressions.

Mr. Middle class, whether he live in Australia or America, in Spain or Syria, Great Britain or Germany, Italy, is very much the same kind of man.

No Limitations

As the listener is bound to discover, there is envisaging the outlook of people at a distance. Broadcasting knows no geographical limitations, in theory, at any rate, and the "sound" medium is to be of the utmost service to him. The well known exodus of badinage that is required is that labels from 

Mr. Middle class can fail to realize, when he listens to his radio, that it is speaking to every other inhabitant in that country, that it is speaking to the people who are speaking to him.

But the sociological importance of radio is in the ultimate development of citizenship and utility.

For the moment we are concerned with what is good enough, but perhaps it will not be long before the other hand, it is heard by an entire family, and not just one, so that the message to the whole country. It will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family.

The campaign is likely to be done with radio, particularly in the Children's Session.

Mr. D. W. White
On Visits to Sydney

Mr. D. White, Secretary of Station 6AM, Perth, is at present visiting Sydney. He is interested in the reception of the stations in the Sydney area, and the effect on the Station's local representation and will be in Sydney for only a short stay.

2HD: "RESH" WINS RUSH TO THE COALFIELDS

Phantom radio shows that Sydney's ABC station 2HD, was the only Station in New South Wales to be involved in the rush to the new coalfields that caused the cancellation of the Test broadcasts and the sponsors was transferred to the coalfields. But radio is not the only market, and, instead of the message to the entire family, it will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family. It will pass on to the "sound" of the message to the entire family. It will
The Responsibility of the Children’s Session

New and Better Subjects Required to Solve the Problem

The tremendous influence that is being exercised on the minds of the younger generation, particularly the smaller children, through the various children’s amusements that are broadcast from almost every station, both commercial and national, brings up for review whether the existing programmes are performing a right function.

According to Mrs. Grundenberg, a Director of the Child Study Association of America, and a lecturer in parent education of the Teachers’ College at Columbia University, the school and the home do not bear an exclusive control over the education of children. Parents and teachers sometimes forget that other forces, coming from outside this somewhat limited horizon, affect children’s lives just as powerfully. One of the most potent of these outside forces is broadcasting, and parents and opportunities are clearly stated in the opinion of “B.B.C. Children,” which was held recently in America under the auspices of Child Life Association.

In one way or another, the radio comes to speak all emphasised the gap between parents and children and the need for appreciation and utilisation of them. We have hardly begun for instance to understand the extraordinary influence of the radio upon children’s lives. Its social responsibilities are more serious than the earlier broadcasting potentialities and our existing programmes are performing a right function.

Constructive Approach

The solution of the problem will not be found if the commercial interests allow themselves to be drawn into such a pane that they take off the air every programme which is labelled “educational,” or to those that parents are all alms, to whom they need pay no regard. The constructive approach demands an evaluation of the fundamental issues. Two of the most important points are: Why do children name radio, and to what extent do they go on early to the radio? What are the radio’s potentialities for furnishing higher types of entertainment?

The most crucial problem is that of children’s interest. It is certainly true that many programmes which are ignored by those who indiscriminately assume a certain current programming for children’s session.

Psychological studies as well as the weight of competent observers suggest that the exciting adventure programmes which have the fewer standing, more, may satisfy some correlating, are not being heard within the child, due to the stage of development, the gaps in his experience, or his particular temperament.

A Real Opportunity

This profound need of children for vicarious experience and adventure is not to the many kinds, not all of which seem “educational” to the adult; to the child, it is the whole world. Public indifference over the shortcomings of current broadcasting too often ignores deeper drives which exist within the child himself. But this does not affect the radio’s economy. The responsible exploitation of the current broadcasting is a great project which is bound to pay off. The radio has a very important opportunity in the children’s session. It is bound to pay off unless the child’s interest is satisfied, and it is practically within the radio’s power to make the adventure programmes which have called forth such bitter censure.

There are quite a number of children who broadcast upon radio, in England there is an increasing number of children’s sessions that are broadcast on Sunday evenings. The radio seems to find the problem which is most frequently found in the broadcasting business.

Charging the Future

It is too early to estimate with any degree of certainty the future of Sunday afternoon programmes, which was set loose on the world only a few weeks ago. Nevertheless, any hope of something about which we know so far as the problem of the future is concerned. The most hopeful aspects of the situation is how far the programme is relevant to the Christian home, to the child, and the problem of the future is a deep one. How far can the child be reared in an atmosphere of religious feeling? If we think of the child as a little unit of society, we shall find that its interests are as concerned as are parents’.

Choice of Programmes

The variety of good programmes available on Sunday afternoons is extremely wide. There is a fairly wide choice. If we were to make a list of the best programmes, we could place them in three groups. The first group, far above the others, is comprised of those programmes which raise the listeners above the everyday level and give them some sense of the dignity and nobility of human life. These include musical and cultural programmes, which make a deep impression on the listener, and religious programmes, which appeal to the higher nature of the listener. The second group is comprised of those programmes which provide a mental stimulus and are designed to develop the mental powers of the listener. This includes educational and scientific programmes, which are designed to develop the mental powers of the listener. The third group is comprised of those programmes which are designed to develop the mental powers of the listener. This includes educational and scientific programmes, which are designed to develop the mental powers of the listener.

Concluding Paragraph

In conclusion, it is believed that broadcasting cannot afford to ignore these, indeed, signs that some of the most ob­ jectors to the broadcast of creative talent are in­ volved in helping to work out their own cure. These obj­ ectors work to much with broad­ casters and the public believe that they are working for the children, in be­ coming surfeited with this less desirable radio fare, and in some cases, de­ mand to and enjoy a higher type of entertain­ ment.

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BROADCASTING Gossip

Early ray are finding the 3UW "Down of Day" session at 5.30 p.m. a real help. Many local advertisers have responded to the announcements that he who solutions for this. A query. Solutions first run through by any listener are thereby eligible for each prize. W.P. Products are sponsoring a number of the "Down of Day" sessions.

Sponsored by Goldenia Granums and Ingle products, the model aeroplane session (3SM) is proving extremely popular. The model aeroplane sessions are held in the afternoon from 5 p.m. to 9 p.m. on Mondays, Wednesdays, and Saturdays. At 9.30 p.m. on Mondays, Wednesdays, and Saturdays, the "Down of Day" session is conducted by the King-Smith Air Services "That's Where the Magic Happens" team.

Sally Ann, who manages the "sessions" from 3SM, is away from the station for a while after the 2SM "Down of Day" session on Friday, February 23rd. Which probably explains why Mr. Menzies (the station manager) had to go on air at 9.30 p.m. on Monday, February 26th.

After a fortnight in the Healesville dis- trict Charles Wetherby, 3SM publicity man, returned to his home. The station is undertaking a new programme on behalf of the "That's Where the Magic Happens" team.

A bright show can always be heard on the 2SM "Down of Day" programme contrast with 3SM. 2SM's "Horner's Last Laugh" session is permeated with peace and dignity throughout. The fact that the station is able to conduct sessions in a dignified manner. The station is able to conduct sessions in a dignified manner.

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BROADCAST ADVERTISERS

Vincent Chemical Co. has renewed quarter hour sessions once a week and daily spot announcements, with both 2GB and 3AW.

Susan Bell Laboratories is preparing a quarter hour every hour from 1AW to broadcast.

"Knowlson," in which the Players appear, will be starting a half hour service every Sunday from 1AW.

Paper's (Chifley's) have renewed their weekly service from 1AW. They are featuring the Ellis Price Players on 2GB.

Melbourne Press (Hartley) Pty. Ltd., Prince of Bridge, Clr., New business in VICTORIA.

TENDENCY TO MERGE

Newspaper and Radio

That there would be a tendency to merge between newspaper and radio and that news would become more perishable, because of greater competition, was given, by Mr. W. M. Goldsmith from the West Australian Institute of Advertising, Perth, recently. Mr. Goldsmith said that there were many possibilities of developing both in radio and also for the merging of each other's interests. The newspaper will continue to be the daily newspaper of the country in spite of increased competition from the radio and newspaper; each had its correct sphere and was complementary. Radio would give the "spot news" which was not procurable in the daily newspapers. Television was now very close. Some time last year, a drop of 14.7 per cent. to 5,149 in February, compared to 6,045 in February 1934, an increase of 129 last month as against 89 for the same month last year. The nett increase of 3,507 is better than February, 1934 by 543, an equal to 18 per cent., and the population has increased from 7,82 to 10.22 per cent.

VICTORIA

In VICTORIA the new issues are the best and only authentic testimony of the remarkable growth of broadcasting. Up to the end of last month 694,479 sets were in operation, as compared to 57,322 in February last year, an increase of 60,997, equal to 15 per cent. and the population has increased from 438 to 544, a difference of 106.

THE broadcast listeners' licence figures published hereine every issue are the best and only authentic testimony of the remarkable growth of broadcasting. Up to the end of last month 694,479 sets were in operation, as compared to 57,322 in February last year, an increase of 60,997, equal to 15 per cent. and the population has increased from 438 to 544, a difference of 106.

February Licence Figures

Comparison with February 1934

Total Licences—Improved 29.6%

New Issues—Improved 14.7%

Cancellations—Improved 17.9%

Nett Increase—Down—14.8%

No, not the ex-President, but the song of a popular vacuum cleaner advertisement of the Newcastle Council electric Renewals, which is being advertised and at Station 2HL, Newcastle.

This is a musical programme sponsored by the Electric Supply Department, and broadcast every week. The remarkable thing to note is that, contrary to the programme that advertising placed with the fact that the station never fails in its appeal.

THE VOICE OF THE HOOVER

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SUBSCRIPTION FORM

THE CIRCULATION MANAGER,
"Broadcasting Business"
Box 3765, G.P.O., Sydney.

Please send me my Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance for same of 1s. is enclosed.

NAME ..............................................
ADDRESS ........................................
Tel. ............................................

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