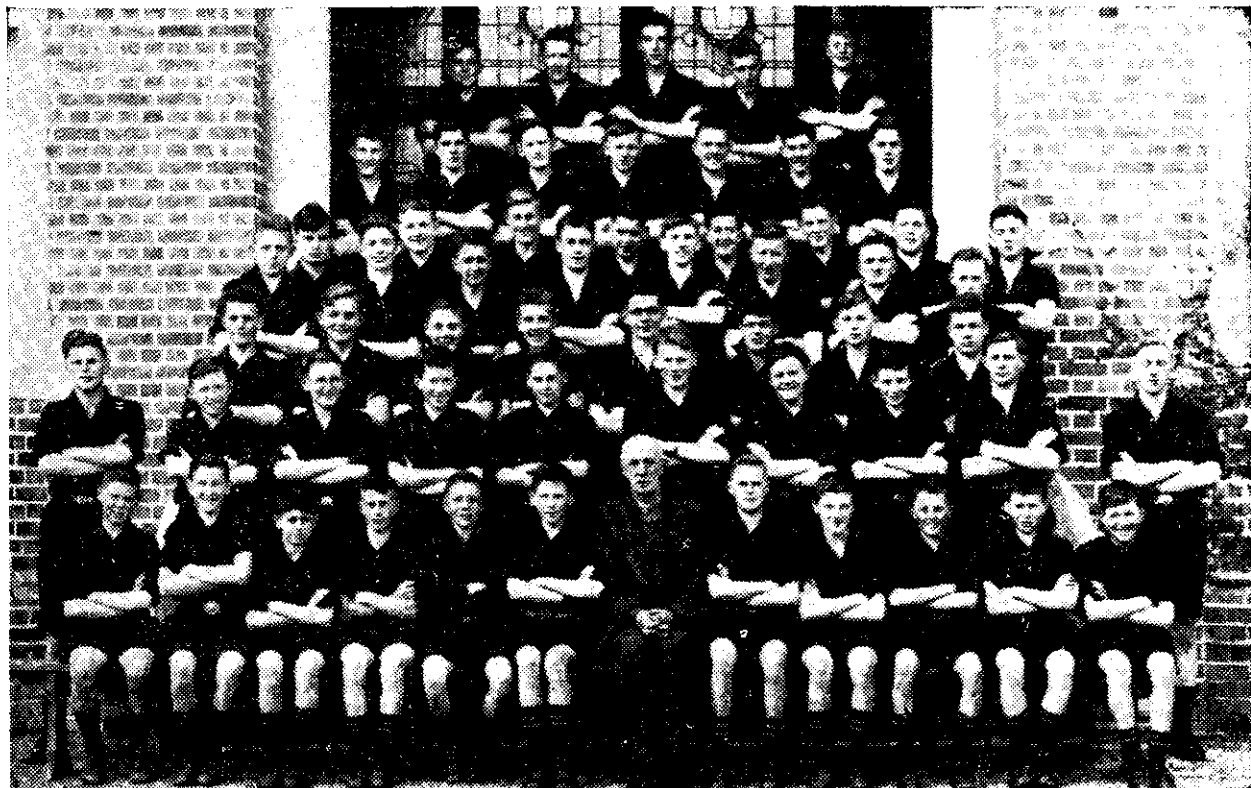


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work was causing and so it was decided to establish a small radio station at his home at Manurewa with a view to necessitating his being home at the week-ends to operate it. So began 12M.

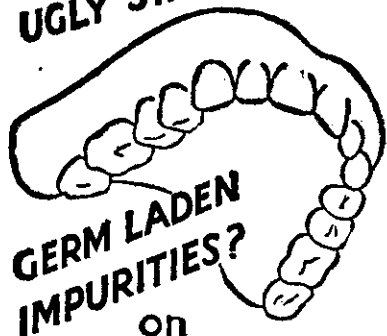
As time went on the station's popularity grew, and the hours—and days—of broadcasting were gradually increased, as were also the costs of operation, until finally Mr. Rodgers decided he could no longer afford to foot the bill. He considered the newspapers the most likely concerns to be interested in the station, and he tossed a coin to decide which of the two dailies he should approach—heads the Star, tails the Herald. The coin fell head upmost and there followed an interview with the managing-director of New Zealand Newspapers, Ltd., Sir Cecil Leys, which resulted in the Star taking over 12M. Later, with a change in Government policy towards independent stations, 12M came under the control of the Broadcasting Service, but Mr. Rodgers remained on the staff as programme organiser.

In his farewell talk he mentioned that he had made one big break in his life when he came out to New Zealand from England; now he was making another. Instead of going into quiet retirement as would most men of his years, Mr. Rodgers is starting a new venture. He has sold his Auckland home and has leased land on Norfolk Island, where he plans to raise fruit, produce and flowers for the Auckland market.



MEMBERS of the Southland Boys' High School Choir with their Musical Director and Accompanist, Kennedy Black. They will be heard in a studio recital from 4YZ on October 23 at 7.32 p.m., and again at 7.48

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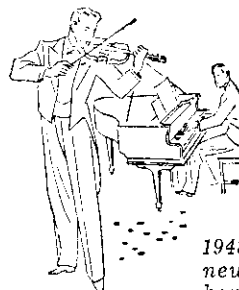
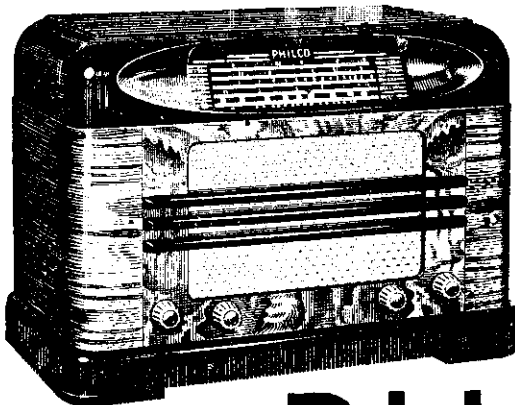
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