

THIS WEEK'S SIGNED ARTICLE.

No License Fee For N.Z. Listeners ... Suggests Mason Warner

I'M interested in your broadcasting experiments in New Zealand; as they progress you may find yourselves in the happy position of American listeners, with excellent programmes and no license money to pay. I look at it this way: the Government has taken over the entire service as it exists now, and its intentions are to acquire, too, the commercial stations. With the latter broadcasting commercial programmes and the Government collecting the advertising revenue from them there seems no real reason why this revenue shouldn't pay for the whole service—and let the listener off scot free.

In America there is no radio license and the Government has no interest in broadcasting beyond the allocating of wavelengths. But the money paid in taxation by the big broadcasting chains is a handsome source of income to the Government. What about censorship, you ask? There's no need for censorship. If you were an advertiser paying for a programme over the air would you allow shady stuff to be broadcast? Stuff that would not only have the listener reaching for the switch, but would turn him against your product? Of course you wouldn't.

Radio and the newspapers work in close co-operation in the United States. My paper, the "Chicago Tribune," controls Station WGN, one of the most powerful broadcasting stations in the Middle West. It has been most fortunate in its choice of talent, too, quite a score of the people introduced to the public by WGN later finding world fame on the air, on the stage and in films.

AOTSAOTS

ORPHANS' street day appeal in Christchurch the other day netted more than £600.

CHRISTCHURCH is puzzled over a centennial memorial. A new museum is the latest suggestion.

"I'M going to Germany to finish off my music," said someone in Christchurch the other day. "Good! You'll be well out of earshot there," said a very, very dear friend.

ON their way to Auckland last Friday the touring English League footballers were welcomed by Maoris headed by Princess Te Puea at Ngaurawahia.

OWING to their late arrival in Auckland last week, Gene Sarazen and Miss Helen Hicks, the two great golfers now on a tour of New Zealand, were unable to keep their appointment at 1YA in a radio interview.

Introducing . . .

MASON WARNER, travelling correspondent for the "Chicago Tribune." Mr. Warner, who spent several weeks in New Zealand gathering material for his paper and for radio talks, has been travelling in the East and in the countries bordering the Pacific for some years. He sailed from Wellington by the *Mauunganui* for San Francisco last week. The article on this page was specially written for the "Radio Record."



another Mason Warner has been giving the same talks from WGN, Chicago," he said, cocking an aggressive eye at me.

I nodded again. "And maybe you'd be interested to know that the Chicago speaker and Mason Warner in Sydney are one and the same person," I smiled.

He laughed and shook my hand. "Honestly, I thought you were trying to pull a fast one, pinching the Chicago man's name and material."

But I was more interested to know that this white man in the Solomon Islands had heard me from Chicago. That little microphone carries a whale of a load of responsibility!

But giving radio talks is only a fraction of my work. For seven months of the year I'm travelling the world picking up stories for my paper. Only three American papers send correspondents abroad—the "New York Times," the "Cincinnati Times-Star" and my own. The idea has grown out of the old automobile pages that all papers used to run. Travel is the world's fastest-growing industry and live newspapers were not long in realising that the public was anxious to learn where it could go for a week-end, for a fortnight's vacation, for a month, for a year. And so, instead of telling their readers how they could spend Sunday, the papers started advocating trips across the continent to California, to Mexico, to Florida. The wanderlust was born and people began to get curious about the West Indies, about Hawaii, about Australia and New Zealand.

To-day the "Chicago Tribune" runs a weekly travel supplement (anything from four to twelve pages—and it's one of the most eagerly-read supplements in the paper. I came to New Zealand to write twelve articles, and I've got enough material to write 1200! Your people here are cordial. By that I don't mean mere politeness. They seem genuinely glad to see you; they're anxious to help you in any way they can; and they look genuinely sorry to see you go again. Last week I went to have a look at Wellington's new National Art Gallery. I was staggered—it would do infinite credit to a city of a million people. The Maori section is splendid and the examples of the culture of the peoples of the South Seas must be one of the finest in the world.

AOTSAOTS

THE distribution of nearly 300 trees by the Christchurch Domains Board marked Arbor Day in the city.

PHOTOGRAPHS of wrestler Paul Boesch are still being disposed of by 4ZO, Dunedin.

THE pipe band display held in Dunedin last Sunday week was the largest of its kind ever seen in the British Empire.

MEN'S superiority over women in golf prowess was admitted by the famous golfer, Miss Helen Hicks, at Auckland.

"YOUR democracy in New Zealand is the most natural in the world. You do not have to make a slogan of it to advertise it. It is apparent and accepted," said the departing American Consul, Walter F. Boyle, at Auckland.

Paul Boesch, popular American wrestler, has written next week's signed article.