

TIME

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A letter from the PUBLISHER

James R. Shepley

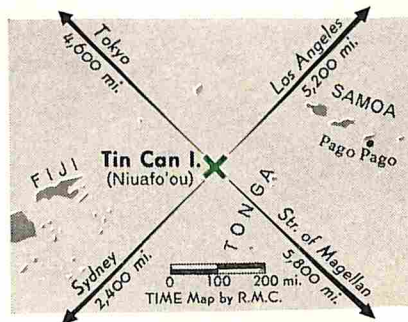
EACH week, by plane, train, truck
and local mail carriers, TIME is
rushed to its readers in 185 coun-
tries. And sometimes, given unex-
pected help, the magazine's circula-
tion reaches far beyond our far-
reaching distribution system. For
more than three years, 37 readers
on an isolated Pacific island have
been receiving TIME in, of all things,
a tin can. The copies arrive courtesy
of William H. Dame, the gift-shop
manager on the Matson Lines' S.S.
Monterey, who loads a watertight
container with recent issues each
time his ship passes the volcanic
isle on its transpacific trips. Waiting
canoeists complete the delivery.

Curious to hear about TIME's im-
pact on the 600 or so natives of
Niuafu'ou (which is generally called
Tin Can Island in honor of its un-
usual mail-delivery system), Dame
enclosed a questionnaire with some
recent issues. He received a written
reply from Kitone Mamata, the is-
land's telegraph operator.

*Does anyone on the island sub-
scribe to TIME?*

"No. There is no one on the island
subscribe to TIME or else other
News papers or else magazine."

*How many people, other than
yourself, are there on the island
who read English well enough to
follow the news through the pages
of TIME?*



THE MAILMEN OF NIUAFO'OU

"Well, only nine out of 37 seen
each copy that you've send recently.
All the uneducated people keen to
see such magazines pictures and cut
them hanging and fixed to walls and
roofings [rafters] of their Tongan
houses. But they first keen to know
and understand from any reader
what's that picture for? Who are
these men on the cover of every
TIME? Good or Bad, Brave or
wealthy, Communist or else?"

What happens to the magazines?

"Finally magazines after six or
more months kept by readers for
reference, then give them out to
other people and pupils too for cov-
ering their exercise books."

As a correspondent, Telegraph
Operator Mamata proved irrepres-
sible. When Dame asked him if he
would like to see cruise ships call
regularly, he almost bubbled over.

"Before giving my answer, I would
like to give you a question: why are
you sailing around to different is-
lands, but not staying in your home-
land? (Ha! Ha!) There are lots of
people here still remaining unedu-
cated and if they see such liners call
here always and touch different mag-
azines you've brought ashore—there
will be a little thing that will live
and stir in their mind and cause
their mind to think." Even with a
thousand sheets of paper to spell out
his enthusiasm for the kind of off-
island contact that now comes main-
ly through TIME, said Mamata,
"surely I can't finish."

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