

ENTERED AT THE MANDAWE
POST OFFICE, AS SECOND
CLASS MAIL MATTER

GUARD

SUBSCRIPTION RATES BY MAIL
SIX MONTHS P .60
ONE YEAR P1.00

VOL II

10¢

NO. 3

CEBU'S POLITICAL BAROMETER PUZZLES THE PEOPLE

Hardly two months the elections for the provincial and municipal officers will be held in the Philippines. According to the law passed by the National Assembly the election will be held on December 14, 1937.

After the date for election was set by our law making body, the candidates for the different positions are busy campaigning. Political propagandas and platforms are already distributed by some candidates. Electioneering speeches were had in poblacions and barrios in order to propagate the candidacies of the municipal and provincial candidates.

In Cebu almost all the municipalities have their line up of candidates. The local candidates are already on the firing line of the political field.

But the thing that puzzles the people in Cebu is the silence of the campaign pertaining the provincial candidates. Until now there seems to be no activity in the province. The Popular Front

who have organized the line-up seems to sleep in oblivion. The candidates of the Popular Front for the provincial board composing Atty Vicente Sotto as governor and Dr. Cesar Filoteo and Miss Felicidad Olimaco as board members are about to be forgotten by the people.

The same is true with the other side. The fusion candidates composing Hon. Buenaventura Rodriguez as provincial board composing Ass. Buenaventura Rodriguez as governor and Messrs. Manuel Olimaco and Vicente Lozada as board members donot move until now.

It is rumored that Hon. Buenaventura Rodriguez does not campaign for his candidacy because he is still doubting as to whether or not he will run for governorship.

A going to be surprise then in Cebu is the un-expected fight between the two strong candidates for governorship. The anti faction is urging Secretary Mariano Cuenco to run for governorship. Many of Secretary Cuenco's fol-

lowers are still behind him assuring the victory of the public works and communications secretary.

Secretary Cuenco is known to be a good politician in the Philippines. So that when he will be convinced by his admirers to launch his candidacy for governorship, it is believed that he will be forced to leave the high position he is holding and give way to the prayer of his hencemen. And due to the inducement of the Cuenkistas in Cebu, there is probability that he will throw his hat to the political ring and seek election for gubernatorial chair.

When the news will become true that Secretary Cuenco is launching his candidacy for governorship, the pro faction in Cebu will be obliged to have Governor Sotero Cabahug to run for reelection because the pros know that Secretary Cuenco is the strongest candidate in the anti side and the incumbent governor is the timber to challenge the biggest politician in Cebu.

Until now Governor Cabahug does not have a bit in his mind in running for reelection because of the prospect that he will be appointed judge in the court of first instance for Bohol. But when Secretary Cuenco is really launching, Governor Cabahug will turn his face from the bench and eye for political position just to hear the will of his friends. He is according to rumor, to sacrifice judgeship and prefer the governorship.

Due to the strong rivalry between the Cuenco faction and Cabahug's, the political barometer in Cebu has become an unfathomable enigma. Every faction expects its victory in the gubernatorial race in this province. And as such each one of them strengthens the political trench ready for next fight which will be the greatest political battle that Cebu will be able to witness if the news of the Cuenco-Cabahug political struggle be realized.

* * *

Nolasco Has Fair Chance for Reelection

Of the present members of the municipal board in Cebu City, Councilor Jose P. Nolasco is one of those who will have a chance for reelection.

Councilor Nolasco is known to be an honest and hard working public servant. He is popular among all classes of people in the city because of his adjustable character.

As a social worker and a public administrator, Councilor Pepe Nolasco could hardly be surpassed in the City of Cebu so that many expect him to get elected next election.

City Roads Will Lead to City Theatre

When the names of Pio Kabahar, Ipyon Canania, Doring Silloria and many other Pramatists in Cebu will be mentioned as partakers of a certain drama, the people will resolve to leave their homes temporarily so as to witness the drama which will beyond reasonable doubt justify their money and time.

Next November 16, the drama called LUNO written by Mr. Jose J. Sanchez will be staged at the spacious City Theatre in Juan Luna in the city. And due to the participation of the noted dramatists in Cebu, the people have already bought their tickets

(Continued on page 18)

Manager Sayo of The City Theatre is Here

For important business which has connection with the City Theatre, Manager Mariano Sayo went to Manila during the last few weeks.

After securing the good pictures for the coming month he returns here with the fullest of satisfaction that the City Theatre can please its thousands of customers.

With the abled management of Mr. Sayo and the cooperation of the partners of this theatre, the public has noted a lot of improvements regarding accommodation and the beautiful pictures that are always shown in City Theatre. Filipino pictures will only be shown in the City Theatre according to him.

Cebu 1938 Carnival Will Surpass Others

According to Director Jose P. Nolasco, the 1938 carnival in Cebu which will be held from March 12 to March 27 will the liveliest carnival that Cebu can witness. He anticipated this because of the novel idea that the carnival next year is going to have.

The carnival offers so many prizes to ticket holders. These holder are entitled to free admissions and as well expect beautiful prizes with the little amount of money they pay after drawing numbers from the ticket sellers who are going around the province. And due to many ticket holders who are given several

(Continued on page 18)

A. FORTUNA, EDITOR

C. PAZ, AD. MANAGER

KEEP IT UNDER YOUR HATby
Taga-KOTTA Jr.

The Oct. 11, number of the Bisaya runs the picture of one Monica among the beauties in the Pictorial Section of said monthly. It said among other things that she was a queen in one of the barrios of Leyte, but of all things we know is that she is a "cabaret dancer" of no mean ability, as alleged. You may cross legs with her at the cabaret in Cebu tonight with all your money's worth. But before going we may impart into that coco of yours that the place is where we are treated best and grumbled the most. Did I say she is a bailarina? Tsk, Tsk, Tsk. don't tell me.

Social Note

A handsome young but married man is always seen going with skirts (not his wife) in his car. The car bears the ensiña of the Manila Trading and we suspect that he is working in said firm. The beautiful thing who is going with him is probably working in the same company. We suspect, however, it's no more than an auto-riding. We hope we are allowed to think we were born yesterday.

Private 'tenshun

Chief Vergara of the City Police Dept is some guy all right. The trouble with us is that we developed a strange liking for the Chief. But we are told that the *missus* would try the rolling pen if he comes back home late. Is it then, any wonder that we would be forever chasing the Chief for news?

The Eden Lost

Not so long ago when we were idling at Eden in company with an army officer, a physician came in and I had asked the officer who that doctor was and he replied that he was an alienist. "Let him examine you," I muttered, "you think as any other army officer do, you are Quezon". But all humors ended in a glass of beer.

Tit for a Tit

The burglar, sensing that his power of committing crime is little less slim on the establishment of the Barben

Detective Agency, took occasion in displaying his wares in the heart of the City. In this connection, we hope to say whether it was a case of a man bites a dog and not a dog bites a man in which case constitute a news. Don't tell me. Talk about detection.

Very Fond

We are looking forward to seeing Chief Vergara in the Front Page Faces in a Manila weekly. Oh, this strange feeling, this striking admiration for him equal to our hatred of the Castor Oil. My nerve, my nerve!

Front Page Faces

When Mayor Jacinto was pointed out in this column to have become a meniature Randolph Hearst of this side of the globe on account of the fact that he became the publisher of the "Timog" another budding writer crop up in the person of Chief Vergara. But we shall not forget that Vergara is still a poor writer and like a poor athlete, he is celebrated for his stamina at mealtimes. And when he writes on things aside from police training, it's just like listening to Jack Dempsey lecturing on company of matters - a case away from pugilism. We add that on reading Chief Vergara's, I felt I was listening to preacher talking on matters of finance.

Breast Up

We do not harbor any fond feeling for Segundo Abellana but just the same we put our hat off to him for his celebrated evasion from conviction of the crime in connection with his former position in the government service. There are people who still brush elbows with the Cebu's 400 seemingly unaware of the past. But the people know where they stand and S. Abellana's presence keeps on reminding them of the City Hall's scandal greater than the Engineer Island could ever stomach.

Life of the Party

She is Meding by the name. Never mind the full name. Let it go at that. She belongs

••UNDERTOW••By **ME****PRAGMATISM IN POLITICS**

Current history points out oft-trodden main-roads to power. One is direct—the other, subtle. Only the peculiar temperament of the particular nation being broken for the yoke and harness determines the choice as to which road is going to be followed. Whatever means is followed, the success attained will be no positive: for Politics is the one game where "the end justifies the means", obviously.

The direct method to political power is founded on the psychology of fear. It is attained by the unhesitating use of military power and devious trickery, often under the guise of intense nationalism.

The subtle method is a slower process, but it is more insidious and often leads to a more absolute dictatorship than is possible in the direct method. It is founded on class feeling, on the basis of intensely awakened hatred of one class for another. It is, above all, founded on the successful winning of the confidence of a large sector of the public, often at the expense of the right of the others, and of truth.

Both are different roads that lead to the same end; they both result in the complete route of democracy. Which method would any one desiring

to the social cream, so she thinks. She would cut short some too ambitious young men in search for her favor, say, a dance. The impostors, she thinks. Not of my kind, she would add. She goes to the "cczy corner."— She is seen together with the boys of her kind, with the same dress on for always, yet she has the nerve to cut short these ambitious young men. She has decided to put on new dresses but she is of limited income. A practising attorney steps in the scene. But the lawyer knows his onions. Climax: She's heading for the column of Rafael Bautista in the Daily Gossips, ADVERTISER.

Curtain falls down. Deafening applause. Incore, Incore

to reach that end use in our country? The year of Spanish domination would suggest the direct method: those years have left behind a people well broken to the yoke. But the presence of American sovereignty changes the picture entirely. Obviously, no raw direct method would be suffered to go unmolested and abetted by American acquiescence. Hence the subtle, the insidious method is the only one left available.

Those who believe in democracy, therefore, must be on the watch, constantly and alertly, for the shadow that creeps in the night. They must be taught to fear the poisoned sugar as well as the whip.

—o—

Cebu 1938...*(Continued from page 1)*

—o—

admissions to the carnival ground and so many sideshows that are coming so as to participate the carnival which is intended for the Rizal Memorial, it is believed by many Cebuanos that the carnival will be the most successful of all the carnivals held the Empire Province of Cebu.

Cebu Road ..*(Continued from page 1)*

—o—

and decided to proceed to the City Theatre when the drama called LUNO will be staged on November 16, 1937.

The Popular...*(Continued from page 17)*

—o—

ment It opposes the use of armed forces against nationals in strike and conflicts between labor and capital.

As it is seen, the Popular Front is for freedom and progress in a true and real democracy and, therefore, it deserves the support of all those who want "a government of the people, by the people and for the people."