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Just Little Things

● Most things exhibited during Nepa Week at the Philippine Trust building on plaza Goiti were window-dressing. Fabric colors were too pale, towels lacked the gratifying pile of standard imported towels, baskets were ordinary or below ordinary, shoes and slippers offered nothing new, and the nostrums were repulsive though they may of course be a profitable undertaking. But when we came to Mrs. Arizabal's stall we did find something that seemed really good. It is norlinen, for men's suits, all white, of mercerized yarn from the United States, and we bought a pattern to try it out. You get it at 93 centavos a yard, 6 yards for a suit. It is a venture of Ilokos Textiles, Inc., in the Perez-Samanillo building. The manager, Antonio Arizabal, says, in a note attached to the suiting, "We are all Ilokanos in this company, who can be forgiven other faults but never the fault of being lazy." He acts in all capacities from delivery boy up, when need is. One partner is a druggist in Binondo, the parian of Ilokanos in Manila, and another is a biology teacher in Sto. Tomas. None has ever promoted mining, which Arizabal takes as a recommendation (and we do, too), though Benito Lopez, a son of Don Vicente of Iloilo, and Arizabal bought a seat in the Manila exchange for P3,000 during the first gold boom, Lopez & Arizabal, held it through the slump, and sold out when the second boom came along.

This norlinen or linen of the north is woven on hand looms by Ilokano girls and women who get 20 centavos a yard for the work and turn out 3 to 5 yards a day according to their diligence and skill. Five hundred have thus been employed, but Ilokos Textiles thinks another 500 will be working before the close of the year. If the suit-

ing is all that is claimed for it, it should go to town without difficulty. We hope it is.

* * *

● Movies astonishingly crowded for every good picture and many others besides led us to ask managers whether their box offices were doing as well this year as they did last year. We thought they must surely be doing more business this year, but managers say not—they are doing about the same. This is of course very good, and at first-run downtown places the deflation of mining stocks speculation has made no difference. This means that prosperity has hit the people in other ways, and while it may puzzle you to know just how, it all illustrates an economic resiliency characteristic of the country. Distributors have the advantage of more theaters wired for sound, 245 now as compared with 190 last year, and among the new ones are 8 army cadres; to be habituated to the movies is perhaps an essential part of a soldier's training, since it gives him heroes. Local pictures are on the circuits more and more, four big outfits and a dozen smaller ones now produce them. Tagalog is the popular vernacular, then English, then Spanish. The scripts are filled with worthy rustics, of whom mean advantage is taken by city slickers and prostibulous molls amenable to resumption of purity for sake of love's sweet commendable ways; and the importance of faith is emphasized, naturally. In short, no Eugene O'Neill is needed here, but a Harriet Beecher Stowe is just the ticket; and it is all perfectly understandable, the people like familiar illustrations of their lives' vicissitudes.

Filippine Films, Tait & Harris, make about 16 pictures a year, Hispano-Parlatone headed by Ramon Na-
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ENORMOUS FUNDS

A treasury surplus of some P200,000,000 is currently reported, a fact incredible to oldtimers who readily recall yearly collections well under P30,000,000. The Treasury's cash as of June is P380,000,000. But wherever you look, you find the Commonwealth has money—a great deal of money deriving largely from excise collections on sugar and coconut oil sold in America, yet money just the same. It is the same with the banks, given major attention in this month's *Journal*. We learned from Bank Commissioner Pedro de Jesus that savings accounts at the banks number 513,706, and in the postal savings bank

356,109, other banks having 157,597. Early next year, the total of current accounts will be accessible. They will turn up in the December reports. Banks are not finding use for all this money. On August 14, 1937 their total loans, discounts and overdrafts summed P185,602,961; on August 12 this year they summed P185,740,353. No change.

Money in circulation is a different story, P177,372,240 last year, P208,156,965 this year, an accretion of nearly P30,000,000 or about 18% in one year. Loans are no greater, but money to loan much more plentiful. Bank deposits as of August 12 this year were P246,900,547, and as of August 14 last year, P235,738,217, an accretion of more than P11,000,000 in one year. Save to note that such figures pose a problem, we state them without comment. They accompany rising prices for staple foods.

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Just Little . . .

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varro about the same number. Coming up are Sampaguita, headed by Assemblyman Pedro Vera, and Excelsior, where Ramon Araneta and Placido Mapa are interested, along with Norberto Quisumbing. Navarro is a banker, Commonwealth Savings, and Quisumbing formerly managed the Pampanga branch of the Philippine National. Hispano-Parlatone owns the Fox, a good first-release point for its product, on Rizal avenue.

The Rufino Brothers, with the State and the Grand on the avenue, where theaters sandwich in between drug-stores and Japanese bazaars, will soon have the Avenue ready, a block beyond the Fox not far this side of the Central Hotel. The indigenous old Escolta where better shopping is done and the Lyric and the Capitol flash their marquees, is appreciably Philippine in contrast to the exotic flair of the avenue. But what we chiefly wanted to say is that the movie business is real good.

* *

We would have mentioned Freda Osborne's *Service Bureau* earlier only we mislaid the notes about it. The address is 431-435 San Vicente just through the Arcade from the Escolta and the phone is 2-38-58. The bureau buys things for you, also runs your errands such as getting flowers to a boat for a friend, or even meeting folk arriving at Manila and helping explain that you're in the provinces but have made all arrangements. The place is open every day, Sundays included, and during week days

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