



G
D
R
Y
G
I
N
S

THE HEART OF A
GOOD COCKTAIL

Kuenzle & Streiff, Inc.

SOLE DISTRIBUTORS

343 T. Pinpin

Phone 113

The cotton spinning industry continues active, and enough orders are on hand to keep most of the mills busy until well into the Fall. Consumption of raw cotton during June amounted to 732,671 bales including linters, compared with 588,920 bales in June last year, while spindle activity averaged 109.2 per cent of single shift capacity compared with 88.4 per cent in June last year.

Despite large production, June shipments, according to the Association of Cotton Textile Merchants of New York, amounted to 96.5 per cent of production, stocks on hand at the close of June were 39.6 per cent below those of June, 1926, and unfilled orders 163.4 per cent higher.

—National City Bank Current Report.

A little higher; but—the most
skillful blend in cigarette history



20 for
25c

FATIMA

The Milk in the Coconut: The Money Too

Nature in her infinite variety is a lovely lazy goddess with an irrepresible penchant for the tropics, and in the Philippines alone she has distributed close upon 10,000 species of plant life, to say nothing of the myriad varieties of these species that men from Fray Manuel Blanco down to the present time—characterized by Merill's and Brown's work at the bureau of science—have been able to name and catalogue. But despite all competition the coconut stands perhaps preeminent as the benefactor of mankind in this favored land. The coconut drew Dr. T. H. Pardo de Tavera's keenest shafts: accounting for the languid ambitions of his people, he ascribed them to the ease with which life here may be sustained. Nature, he thought, had been kind to the point of cruelty, causing the soil to burst into fertile harvests with so little need of cultivation. He enumerated the uses of the coconut palm: Its trunk makes the posts for cottages, which its fronds shade from the sun and shield from storm. Or it bridges a creek and makes an excellent substitute for lumber in many ways. The milk of the coconut

is a pleasant drink, mildly medicinal. The meat is food, while the oil from it has a dozen household uses from gloss for the hair to lard for the skillet. The shell is fuel, and may be easily carved into ornaments and utensils, taking a high polish which it permanently retains. Still there remains the coir, in the husk, suitable for everything in the way of cordage from a slender yarn or twine to the hangman's rope, and even for a mat upon which the *hangee* may wipe his feet in order not to defile the gallows' steps. It also makes the peasant a raincoat. The midribs of fronds rival reeds for making baskets.

Moreover, the coconut soon mounts high above the plants around it and thereafter requires no cultivation. It outlives the child that pokes out a place for its first tender sprout in the garden, and from the age of six or seven

The Philippine Guaranty Company,

Incorporated

(Accepted by all the Bureaus of the
Insular Government)

Executes bonds of all kinds for
Customs, Immigration and
Internal Revenue.

DOCUMENTS SURETYSHIPS

For Executors, Administrators,
Receivers, Guardians, etc.

We also write Fire and Marine Insurance

Low rates
liberal conditions
local investments
loans on real estate repayable
by monthly or quarterly instal-
ments at low interest

Call or write for particulars

Room 403, Filipinas Bldg.

P. O. Box 126

Manila, P. I.

Mgr's. Tel. 2211 Main Office Tel. 441



Better designed Glasses

EYEGLASSES can either lend to
or detract from the personality
as every one knows.

CLARK & CO., Optometrists,
have had a quarter of a century's
experience in expert fitting of "better
glasses."

Our extensive line of new styles
enables us to assist you in making
a tasteful selection.

Always the best in quality
but never higher in price

CLARK & Co.
SCIENTIFIC OPTICIANS
30-94 ESCOLTA MANILA,
P.I.
MASONIC TEMPLE

PHILIPPINE COCONUT OIL EXPORTS

Years	Kilos	Value
1907	819,625	P203,530
1908	2,852,110	684,560
1909	—	—
1910	63	32
1911	—	—
1912	660	80
1913	5,010,423	2,292,678
1914	11,943,329	5,238,356
1915	13,464,169	5,641,003
1916	16,091,169	7,851,469
1917	45,198,415	22,818,294
1918	115,280,847	63,328,317
1919	139,942,612	73,719,504
1920	77,571,405	46,537,773
1921	90,292,242	32,103,036
1922	107,208,191	31,469,971
1923	89,183,289	28,133,164
1924	111,628,803	37,622,061
1925	104,127,687	39,640,377
1926	117,290,853	44,690,433

DESICCATED AND SHREDDED COCONUT EXPORTS

Years	Kilos	Pesos
1922	960,389	418,348
1923	4,349,152	1,806,247
1924	8,133,951	3,197,119
1925	12,523,211	5,217,746
1926	14,327,791	5,515,315

he is much addicted to it. If he wishes he may distill it, of course. The Spanish government created the tuba industry into a government monopoly, failing of its hopes; but the American government resorted to an internal revenue act—thus squelching the small producer, like England squelched country-made ale, and ushering in the day of the opulent distiller-manufacturer.

Tavera's reflections may have been right: one suspects, however, that he spoke with his tongue in his cheek, as he always so delighted to do; he was wise in his generation and could not but have perceived that tropical sloth is more a symptom than a cause, and that the cure is more wants and more ways of supplying what is wanted. The cure is division of labor, abandonment of feudalism. The native lord of a coconut manor basks in the enjoyment of a great retinue of peasants dwelling in his village and bound to his fields; but he is coming to see that he enjoys little else. He sells a great bulk of copra (dried coconut meat, for making oil) during a year, the indentured peasants having patiently made it for him, but when he sums up the cost of his year's operations he often finds he has made little profit. One planter averaged up his books for ten years, and found he had made no more than a peso, fifty cents, per picul of copra one year with another.

But Americans, and Filipinos who counsel with them, are making a great deal more. Planter O'Brien, down on the Samar coast, says it is difficult not to make money in the industry, and

PHILIPPINE COPRA EXPORTS
Quantity and Value

Years	Kilos	Value
1907	58,622,437	P9,568,302
1908	97,494,371	15,117,772
1909	109,033,203	16,345,730
1910	120,483,808	21,278,098
1911	142,147,546	26,039,124
1912	142,792,929	28,366,932
1913	82,219,363	19,091,448
1914	87,344,695	15,960,540
1915	139,092,902	22,223,109
1916	72,277,164	14,231,941
1917	92,180,326	16,643,201
1918	55,061,736	10,377,029
1919	25,094,027	8,839,376
1920	25,803,044	7,433,741
1921	150,335,314	26,146,913
1922	173,051,930	28,206,146
1923	207,131,379	38,493,998
1924	156,761,823	30,703,764
1925	146,708,639	31,737,405
1926	174,021,287	37,173,465

years, when it is said to be mature, no month passes in which it does not yield some ripened nuts. To have a fiesta, it is only necessary for the peasant to candy the meat of a coconut and ferment a measure of its sap, drawn off in any abundance the feast may require in a bamboo fills during the night. The peasant calls this wine *tuba*, and in the coconut provinces


that that coast alone had P2,000,000 from its copra last year. The *Journal* does not have his figures, but it has others, and it may be said that methods of growing coconuts and producing copra are in practice in the Philippines by which the cost does not reach three pesos the picul, the product never selling under eight pesos. No other farm crop can top this, surely; and it is hoped that readers will forgive the brief repetition from the June issue.

Tables supplementing the text will be found. They cover 20 years and are from the customs bureau. With the market in the United States, how well the industry does. Lately, too, advantaged by a tariff of 3-1/2 cents gold per pound, the queen of all coconut products is being extensively manufactured in and nearby Manila, also at Zamboanga, where the late Dean C. Worcester opened a plant which is now under the management of his son. This product is desiccated coconut, the *icing* for the cakes mothers used to make and now usually buy from the bakers, and the principal constituent, aside from sugar, of delectable bonbons and the more vulgar coconut bars.

It is said that the methods still in vogue in the older fields devoted to the making of desiccated coconut (which is simply the fresh coconut meat shredded or flaked and dehydrated so as to preserve its freshness) are not altogether provocative of appetite for the product. Manufacturers in the Philippines, on the other hand, have been at pains to utilize applied science, which is to say machinery and thorough sanitation, in their factories from river or rail landing to the shipping room; and no food product, as a

COCONUT ESTIMATES
Year Ending June 30, 1926

Provinces	Area Cultivated Hectares	Nuts Gathered Thousands	Copra Produced Piculs
Abra	20	65	—
Agusan	3,510	10,222	39,160
Albay	19,300	61,960	198,900
Antique	2,170	4,995	16,420
Bataan	90	158	—
Batanes	100	114	—
Batangas	5,230	17,320	54,090
Bohol	10,960	54,607	216,660
Bukidnon	40	41	10
Bulacan	120	190	—
Cagayan	1,010	1,288	57,010
Cam. Norte	10,280	18,793	57,010
Cam. Sur	8,840	37,929	114,250
Capiz	9,540	27,987	109,730
Cavite	3,940	8,680	14,230
Cebu	25,440	127,626	451,140
Cotabato	4,470	2,435	3,870
Davao	10,790	13,768	48,500
Ilocos Norte	200	323	—
Ilocos Sur	460	2,158	1,850
Iloilo	7,830	16,527	52,570
Isabela	70	124	—
Laguna	67,680	267,050	829,470
Lanao	3,130	6,605	23,330
La Union	1,080	2,661	6,920
Leyte	19,010	66,600	255,360
Marinduque	10,880	31,171	141,470
Masbate	5,980	17,264	66,270
Mindoro	11,950	18,697	63,560
Misamis	28,440	127,064	507,920
Mountain	70	48	—
Nueva Ecija	180	310	—
Nueva Vizca	60	54	—
Occ. Negros	5,100	26,596	100,360
Or. Negros	9,300	48,547	183,970
Palawan	2,600	6,799	23,190
Pampanga	10	28	—
Pangasinan	9,410	16,047	55,680
Rizal	130	12	—
Romblon	9,520	26,927	106,420
Samar	23,100	75,228	300,290
Sorsogon	7,360	22,718	75,690
Sulu	3,860	7,804	27,230
Surigao	5,260	32,883	131,690
Tarlac	190	608	450
Tayabas	115,940	350,363	1,268,780
Zambales	1,040	2,617	8,640
Zamboanga	19,350	65,303	225,620
Phil. Islands	485,030	1,627,379	5,780,700



OXYGEN
Electrolytic Oxygen
99% pure

HYDROGEN
Electrolytic Hydrogen
99% pure

ACETYLENE
Dissolved Acetylene for all purposes

WELDING
Fully Equipped Oxy-Acetylene Welding Shops

BATTERIES
Prest-O-Lite Electric Storage Batteries

Philippine Acetylene Co.
281 CALLE CRISTOBAL
MANILA

A QUIET CHARITY

The Daughters of the American Revolution are a small chapter in Manila, yet they have established one of the islands best permanent charities. This is largely the result of the persistent effort of the late Mrs. T. S. Holt, who was state regent for the Philippines and the organizer of the Philippine chapter. She died in California last spring. The charity the chapter has endowed is a scholarship for nurses; the fund is \$20,000 and the nurse enjoying the scholarship is maintained on the interest. Selection alternates between Mary Johnston Memorial and St. Luke's hospitals. This year a girl is going from St. Luke's. The course is postgraduate work in America. Miss Damiana Dolanica, from the memorial hospital, returned to Manila this year after studying nearly four years in America, living with Mrs. Holt in Pennsylvania while she completed her high school course in order to matriculate in the nursing colleges. She is employed in the public welfare bureau, supervising welfare work.

consequence, excels their desiccated coconut in cleanliness, for it is clean as roller-mill flour.

The United States is their market, just as it is the market for coconut oil from the Philippines, and practically all of the copra. Hoover's department has just announced, indeed, that the crushing mills of America are dependent upon the Philippine copra crop. It looks that way. Observe how America's demands enrich Philippine coconut growers. In 1907 the islands had less than \$10,000,000 from their copra and oil; America did not require fats from sources overseas at that time to the extent she does now. But last year, her demands having greatly increased meantime, the islands got nearly \$82,000,000 for their copra and oil, and P5-

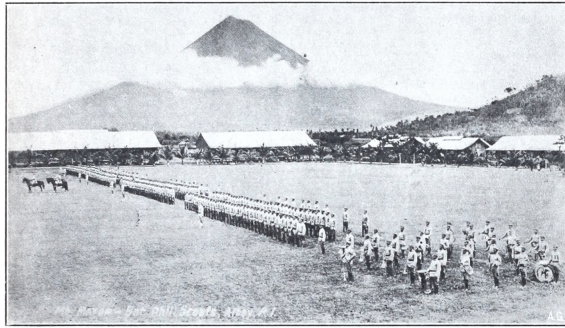
from them; and the roots always look as if they would easily give way, yet they never do. Typhoons may strip the tops and crack or twist the tough trunks, if the typhoons are very strong indeed, but the roots keep their fast hold on the soil. There are structural reasons for this, of course; and all these surprising attributes are but earnest of still other surprises in store for man when he applies science to the coconut. Having begun to do this not so long ago, much remains to be done; and when the laboratory has done it all, still there remains the business of adapting what may be learned to the ends of commerce.

The bureau of commerce and industry has just reported that some Dutchman in Holland

same income per family. (They were wont to receive a half of the crop in former years, but as prices have advanced and transportation costs have been reduced by systems of modern roads and the extensions of the railway, they have been unable to hold their own against the landlords, who have readjusted the apportionment of the machine will, of course, be available to Englishmen as to others, but the threatened inroads upon the jute industry would be sufficiently disturbing, if they ever became effective, since jute, like Manila hemp in the Philippines, has been in an independent position as a natural monopoly from the beginning of the time when the west found practical uses for it. And though plentiful acreages of coconuts are under the Union Jack in the Philippines, growing about one coconut in three of those that reach the world's markets, are in the best position of all to benefit by inventions applying science and the rational division of labor to the preparation of coir. In India and the Dutch East Indies the problem is to keep people employed at anything by which they may sustain life, and machinery lays off hands whether other work awaits them or not. But in the Philippines social conditions are not dissimilar in their rough outline to those prevailing in the United States. It becomes advantageous to employ machinery, and something other than the devil's mischief may always be found for idle hands to do. The feudal lord who barely scrapes through the year by abandoning his lands to the care of an ignorant *encargado* and peasant families who are tenants at will, is more and more out of date. At last self-interest makes him too turn to machinery, or the mortgage takes him and a better chap takes his place in the manor house. Given the profits that are actually possible in coconut farming, this gentle process will gradually be accentuated—to the improvement of society. Coconuts are not therefore the bane, they are one of the great blessings of the Philippines—since there is the American market on the opposite side of the Pacific, and ships to haul, mills to crush and press, and railways to distribute the product and its manifold manufactures.

Taxes? Plentiful they are. They are not enough to retard the coconut industry, yet the islands pay dearly for being overgrown. "The annual cost of the Insular Government alone equals the total annual export value of coconut oil, copra, copra and other coconut products." The quotation is from Governor Gilmore (acting), in a statement showing that self-reliant governments only shelter self-reliant people, that a people habitually in debt can't have a government out of debt, and that the measure of the competence of the government is the measure of the economic status of the citizen composing it. In the making of copra the milk of three or four hectares of land suitable for planting coconuts will plant it up and nurse it into bearing, he can by this means answer this clarion call and make himself an independent individual able to raise and educate a family.

Up to the present the milk of the coconut has a value as illusory as the milk of human kindness. It is as stubborn as the squeal of the hog, no use has been found for it by the manufacturers either of desiccated coconut or of oil and edible products. In the making of copra the milk emptied out of the halved nuts is poured back upon the fields, and at the factories it trickles into drains carrying it into the river. It is just a grateful beverage when taken fresh. Something about the coconut had, it seems, to be comparatively useless, in order to make the truth believable; and the milk is it. Still, the patenting in the making of copra the milk but its saccharine content is very low. The milk can also be converted into a dye, which is fast.



Mount Mayon: Camp Daraga in Foreground: This Southeastern Region of Luzon Is a Fertile Coconut and Abaca Section

515,315 for their desiccated coconut. Altogether they had, nearly nine times as much for their coconut products last year as they had for them in 1907. And now, with the desiccated industry but five years old, a new division of labor is taking place: an American chemical company is beginning to manufacture charcoal from coconut shell, which is found to excel as a filtering medium and was first used by the American army in the World War in the gas masks for soldiers—it is so remarkably absorbent of gases.

One of the tables shows the production of copra last year by provinces. This one is furnished by the bureau of agriculture. Of the 48 provinces, 36 produce copra; Bukidnon produces but ten piculs a year, not worth counting, but the 35 others produce considerable quantities. Coconut production, then, is more widespread than abaca production, far more widespread than sugar production. At the same time there are well defined coconut regions, Laguna-Tayabas, the Bikol provinces, Misamis, Leyte, Bohol and Cebu. Take the total, for instance, a production of 5,780,700 piculs: From Laguna alone came 829,470 piculs, from Tayabas 1,268,780, from Misamis 507,920, from Cebu 451,140; and other provinces from each of which came more than 100,000 piculs are Agusan, Camarines Sur, Capiz, Marinduque, Occidental Negros, Oriental Negros, Romblon, Samar, Surogao and Zamboanga. The area of the Philippines now in coconuts is 485,030 hectares or about 1,200,000 acres; the total number of palms may be roughly put at 50 million; but those tapped for wine do not bear fruit and it would still be necessary to note the production and value of tuba, besides the domestic consumption of coconuts and their products, before one could arrive at the approximate value of the entire crop. Plantings range from 80 to 120 palms per hectare.

Wonders of the coconut never cease. Drive along any coast where they are growing; they love the coast, too, and hug the very shores of tropic seas—and one sees the stately trunks bent toward the prevailing winds, never away

has contrived a machine to spin coconut fiber, the coir that makes up the husk. If the process is commercially practicable, as it is said to be, tremble then all ye who are *in jute* in India. This coconut fiber is tough, pliable and resilient, being first rate mattress and upholstery material, and it is light, so that it floats upon a water surface even in the gross form of a cable or tow line. Also, impregnated somewhat with the oil of the nut of which it forms the outer protection in nature, it is quite impervious to moisture. It dyes excellently. If it can be spun into yarns economically, then these yarns will make into the sacks and burlaps for which jute is exclusively utilized now; and whereas jute must be cultivated, coir is merely an abundant by-product of coconut production.

The drawback in the Philippines heretofore to the utilization of coir commercially has been the retting, a hand-labor process; and Philippine labor, cheap as it is, has been too expensive to employ in the tedious work. The Dutchman's machine is said to clean the fiber as well as spin it, segments of husk go in and bundles of yarn come out. Division of labor, this is, with a vengeance. And what a comment upon India is the fact just stated, that in the Philippines labor costs too much to employ it upon retting coconut fiber. An expert at the bureau of agriculture imparts the information that in the feudal system under which the bulk of Philippine coconuts are grown, 500 palms are assigned to a family of peasants. An average yield of 40 nuts per palm per year may, he thinks, be calculated, giving a yield of 20,000 nuts per year from the 500 palms. Converted into copra, this amounts to some 115 piculs; and when eight pesos is taken as the average price per picul, the crop is seen to fetch P920. The peasants' obligation ends with the preparation of the copra, hauling off to market is for the account of the landlord. The peasants' share on areas of lighter yields is reported to be a third of the crop, which would be an average income of P306.67 per year; but where yields are heavier the peasants' share is reduced to a seventh part of the harvest, which may give them about the