



# THE AMERICAN CHAMBER of COMMERCE JOURNAL



FEBRUARY, 1928

Vol. VIII, No. 2

## BY THESE SIGNS CONQUER

Governor General Stimson is coming, getting here March 1. The islands will be in the news.

José Paéz, managing the railroad, reports its handsome revenues during 1927 and announces plans for going ahead with the Bikol extension.

Francis J. Cooper has proved that an American can make himself a successful sugar planter in the Philippines, even at the ruling market for the product. He tells about it in this issue, and it's stimulating reading.

A demonstration of cooperation: the universal press disapproval of A. D. Williams' proposal to make two more breaches in the city walls.

Iwahig Penal Colony on Palawan has been too close to us for us to see it clearly. But the visit of Dr. John Lewis Gillin put it in the perspective of Folsom, Sing Sing and the southern prison farms. The world, Dr. Gillin thinks, doesn't boast the equal of Iwahig. The story is in this issue.

There's a London show troupe in town, while local talent, the Community Players, under the management of Captain Kinney, periodically proves that even when imported talent is scarce there need be no dirth of theater entertainment. Say, wasn't Gloria Swanson a pigtailed Manila gal onct, eh? Our folks are all right.

Oscar G. Steen, general manager for the Orient of the Robert Dollar Company, predicts that Pulupandan will become one of the islands' leading ports. And why not? Much of the best land in Negros for sugar and copra still lies fallow, more than is now cultivated.

The rice crop is short, though not terribly, and growers are going to have a better price for it than their 1927 crop brought.

The bill to limit entries of Philippine sugar into the home market to 500,000 tons per year looks ever so much like a bounting hoggy. More people buy sugar in the United States than sell it, or make or grow it.

Julius Reese is back in town, to sell the new Ford. Everyone knows Lizzie, recently deceased. Elizabeth is her daughter, brought up in the best circles, with private tutors and many other modern advantages her mother never enjoyed. Her mother's early education was neglected, in order to get started, but hers hasn't been, and she is reputed to be the soul of refinement. Speaking all languages, endowed rather with a knowledge of a practical Esperanto, Elizabeth inherits her mother's love of travel. She has begun her itinerary, to continue, as her mother's did, throughout her lifetime. Reese, as president of the Manila Trading and Supply Company, Ford's Philippine agents, expects Elizabeth, soon arriving in Manila, to tour throughout the islands. It's a big order, but she may make the grade. Making grades was habitual with her mother, Lizzie, one of those plain, persistent late Victorians.

Shall we ever see her like again? We shall meet, but we shall miss her—only to hit some other car head-on, perhaps. The negro's ideal in motor transport is hymned thus, *Swing low, sweet chariot, comin' fo' to carry me home!* They are swinging them lower than Lizzie nowadays.

It is a time for fordisms. One of Lizzie's best traits was her indifference to criticism. She was cranked for years, but not on this; and whatever might be said of her she always went right ahead. Learning that at last she was dying, and that Coolidge would not be a presidential candidate this year—no coincidence, of course—a scribe who, as some actually do, owned a car, stuck this legend on the tin door, *I do not choose to run!* And this, on a student's dejected vehicle, *bored of education!* In Ford's school, half study, half applied science in producing useful things, this student might have escaped boredom.

"Of all the components," says the *Outlook*, "that went into the making of the old Ford car (*Lizzie, Model T*), the fivver of history, the greatest was imagination. \* \* \* No one else had quite the imagination, the same imagination, that Henry Ford had." It was, remember, 1908. Old Glory had been whipping the breezes over Fort Santiago ten years. "Buggies were still for sale and advertised alongside of the new contraptions called automobiles. \* \* \* (The fivver) has started industry on a beneficent

circle. It has proved in a spectacular fashion that every producer is also a consumer, and has shown how every industry in a country like ours can help to create its own market. It has been a leader in the process of passing prosperity around. And now comes the new Ford. \* \* \* Is there some industrial chemist that can isolate in it Henry Ford's imagination of what this new car will mean to the multitude in the coming years?"

Elizabeth, unlike her mother Lizzie, doesn't have the popular field to herself. She's a part of this amazing age and gangs along with her set. Lizzie sold two million. Can Elizabeth do as well? They speak of a saturation point in the automobile industry, but America expects to make and market five million cars this year. There's a big order for you, there's a grade to make. The Philippines took 5600 last year: 3828 passenger cars, 464 busses and 1308 trucks.

The capital of the Pacific Commercial Company has been increased to \$4,500,000 gold, \$9,000,000 being the par equivalent. Such is the tone of confidence in the local business field.

## INFORMATION FOR INVESTORS

Expert, confidential reports made on Philippine projects

ENGINEERING, MINING, AGRICULTURE, FORESTRY, LUMBER, ETC.

Hydroelectric projects

OTHER COMMERCIAL AND INDUSTRIAL ENTERPRISES

BRYAN, LANDON CO.  
Cebu, P. I.

Cable address: "YPIL," Cebu.

### Special features will embody—

- Selective Gear Shift
- Four Wheel Brakes
- Multiple Dry Disc Clutch
- Hydraulic Shock Absorbers
- Irreversible Steering Gear
- Simplified Ignition System
- Combination Pump Splash Gravity Lubrication
- Combination Thermo-syphon and Pump Cooling System
- Four Cylinder Motor
- Forty Horse Power, unusually quiet at all speeds

# WAIT

for the

NEW

CAR

COMING SOON!

The New Ford Car will be offered COMPLETELY EQUIPPED PRICES WILL BE LOW

There are six Passenger Types with beautiful body lines and low center of gravity:

Touring	Roadster
Coupe	Sport Coupe
Tudor	Fordor

with a selective choice of four colors, Pyroxylin finish.

The new car is designed for modern condition and possesses remarkable acceleration with unusual economical fuel consumption at a speed of 65 miles per hour.

Nothing Like it in Quality or Price

## MANILA TRADING & SUPPLY COMPANY

ILOILO

CEBU

BACOLOD

MANILA

LEGASPI

PULUPANDAN