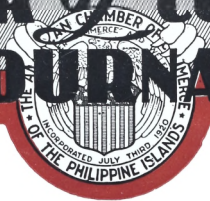


# THE AMERICAN CHAMBER OF COMMERCE JOURNAL



Vol. XI

No. 8

AUGUST, 1931



Cane Sugar In The Philippines

The Manila Hemp Industry's Growth

The Rubber Barons Fight to The Death

Later Data From Thriving Philiolopolis

The God of the Machine

Fray Aniceto's Dilemma

A Little Matter of Trade

Talkies in Prospect

22 Years of Development

Walter Robb

Howard Wolf, in the Mercury

Clarence H. Cook

D. R. Williams

Percy A. Hill

Walter Robb

Beryl Hughes



Other Features and the Usual Expert Reviews of Commerce

*For Friends.....*

*at Home or Abroad*

**PIGTAILS**  
TRULY DISTINCTIVE CIGARS



**A TABACALERA Product**

**When Telegraphing Use The Radiogram Route**

*“Via*

**RCP”**

**W**ORLD  
IDE  
IRELESS

**RADIO CORPORATION OF THE PHILIPPINES**  
INSULAR LIFE BUILDING

PHONES: } 2-26-01  
              } 2-26-02

**Always Open**

*The Taste*

is  
Always the Same!

The  
**QUALITY**  
never  
varies!

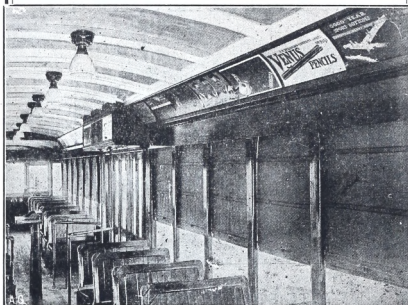


**San Miguel**  
**Pale Pilsen**

Brewed by

**San Miguel Brewery**

A Snappy Card in the Street Cars  
**BRINGS RESULTS**



Advertise in the Street Cars

For rates and full particulars call up

A. B. TIGH  
Advertising Manager

**MANILA ELECTRIC COMPANY**

134 San Marcelino

Telephone 2-19-11

# MANILA GAS CORPORATION

**FUEL GAS.** Manufacturing millions of cubic meters of gas each year for the City of Manila.

**GAS APPLIANCES.** For every purpose.

**COAL TAR PAINT.** Preservative of Wood and Metal surfaces.

**COKE.** A light, convenient fuel.

Main Office: Calle Otis, Paco, Manila  
Display Room: Roxas Building, Tel. 5-69-34

The  
*Hike*  
SHOE  
Built by  
Filipino Craftsmen



## Snappy Sport Models

Men who like style will appreciate the handsome appearance of these new Hike Sport Models. Hike dealers throughout the provinces are showing all newest ones.

Modestly priced, too.

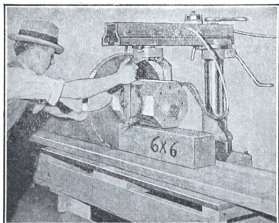
**HIKE SHOE FACTORY**  
STYLE CREATORS

286 San Marcelino

MANILA

## DE WALT WONDER WORKERS

WOOD AND METAL CUTTING



WRITE FOR DETAILS OF THE  
LATEST DE WALT PRODUCTS  
MONEY AND TIME SAVERS

**E. J. NELL CO.**

680 DASMARIÑAS  
MANILA

EXCLUSIVE AGENTS PHILIPPINE ISLANDS

## The CLAUDE NEON

LIGHTS FEDERAL INC., U. S. A.

of  
Shanghai, China

announce the opening of a lo-  
cal factory and service station  
at the foot of Ayala Bridge

The  
**CLAUDE  
NEON LIGHT**

is the Original Neon Light Sign

*If it is a*

**CLAUDE NEON**  
it is the best

*If you are interested in a  
Neon Sign, inquire from the*

LOCAL AGENTS

**Philippine Advertising Corporation**

284 Ayala Boulevard

Telephone 2-29-45

**J. W. MEARS**

Manager

# CONCRETE IS LASTING!

The Premier of all Portland Cements

# “APO”

Best by Test

True building economy demands materials that will withstand time and the elements and retain its original beauty. For this reason architects, builders and discriminating owners specify “Apo” cement —Best by Test. “Apo”, as its name suggests, is the premier of all Portland cements in the market.



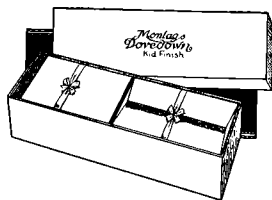
## CEBU PORTLAND CEMENT CO.

Main office: China Bank Bldg.

Factory: Naga, Cebu

Tels: 2-24-46—2-24-47

Ladies'  
and  
Gentlemen's  
Fine Stationery



Philippine Education Co., Inc.  
101-103 Escolta, Manila

ATLANTIC GULF  
AND PACIFIC CO.

OF MANILA

ENGINEERS

MANUFACTURERS

CONTRACTORS

71-77 Muelle de la Industria  
MANILA, P. I.

CABLE ADDRESS:  
"MAHOGANY"  
MANILA, P. I.

CODES USED:  
ACME  
BENTLEY

Philippine Lumber Mfg. Co.

MANUFACTURERS AND EXPORTERS OF

PHILIPPINE MOHAGONY AND HARDWOODS

SHIPMENTS MADE TO ALL PARTS OF THE WORLD

SAWMILLS AT CATABANGAN, CAMARINES SUR, ISLAND OF LUZON

QUANTITY — QUALITY — SERVICE

MANILA OFFICE: 1028 JUAN LUNA, MANILA, P. I.

# ALHAMBRA · CIGARS

## QUALITY SUPREME

CORONAS DE LA ALHAMBRA  
EXCELENTES—ESPECIALES  
PRESIDENTES—BELLEZAS  
LONDRES, ETC., ETC.

### PROVINCIAL DISTRIBUTORS

Cebu - - - -	Kuenzle & Streiff, Inc.	Iloilo - - - -	Hoskyn & Co., Inc.
Dagupan - - - -	P. Oliver	Legaspi - - - -	Jesus S. Sierra
Davao - - - -	W. Mueller	Tacloban - - - -	Bazar Gran Capitan
Iloilo - - - -	Alhambra	Tuguegarao - - - -	Alhambra
Zamboanga - - - - Kuenzle & Streiff, Inc.			

*In the high grade Manila cigar line*

ALHAMBRA PRODUCTS have been the **UNDISPUTED LEADERS**  
*for over 34 years*

## A REMINDER TO RAILROAD PATRONS

*When other means of transportation are at a standstill, you will find our trains in operation*

Safety in railroad travel is attested by the records of the last six years when not a single passenger was KILLED in a railroad accident.

All our EXPRESS TRAINS are drawn by oil-burning locomotives, free from smoke and cinders.

Trains run on schedule and Passengers are sure to reach destination on time.

Our HOME DELIVERY SERVICE in Manila has been established for the convenience of our patrons. If you have some shipments from our Tutuban Station, our EXPRESS TRUCKS will deliver them to your house at a little cost. Call up Telephone 4-97-75 or 4-98-61 in Manila, and give your order to the EXPRESS AGENT. We shall be pleased to serve you.

Provincial residents can make their purchases from their dealers through our C. O. D. SERVICE. Send your order direct with instructions to ship by rail C. O. D. We accept the shipment, collect the money against delivery of goods to purchaser, and promptly remit the collection to shipper.

A new branch railway line has recently been opened between TARLAC and GUIMBA, passing through Victoria. We operate connecting MOTOR FREIGHT TRUCKS between GUIMBA and SAN JOSE VIA MUÑOZ. Through FREIGHT and EXPRESS SHIPMENTS to and from these points are accepted and promptly delivered to consignees.

Shipments for points between VIGAN and SAN FERNANDO, UNION, and between BAUANG, UNION, AND BAGUIO, may be billed at any railroad station in care of STATION AGENT at Bauang, who will forward them to destination by Manila Railroad connecting motor trucks.

We sell ONE WAY and ROUND TRIP tickets and accept shipments to and from PORTS served by the STEAMERS of the COMPAÑIA MARITIMA in the VISAYAS and MINDANAO ISLANDS.

Our PARTY RATES allow a discount of from 5% to 30% of the regular rate depending upon the number of passengers in the group.

*We furnish*

**FREE PICK-UP AND DELIVERY SERVICE within designated districts in BAGUIO**

*For further information inquire from the nearest station agent*

## MANILA RAILROAD COMPANY

943 AZCARRAGA — MANILA — TEL. 4-98-61

Entered as Second Class Matter May 25, 1921 at the Post Office at Manila, P. I.



Local Subscription: P4.00 per year Foreign Subscription: \$3.00 U. S. Currency, per year

# THE AMERICAN CHAMBER OF COMMERCE JOURNAL

Single Copies: 35 Centavos

WALTER HOBBS Editor and Manager



August, 1931

Vol. XI, No. 8

## One of the Finer Type of Business Men the Philippine Commercial Field Has Developed Is Horace B. Pond, President of the Pacific Commercial Company, Whose Views on the Current Business Outlook Are Summarized Below



H. B. Pond

of any value in gauging the present economic depression, it is worth while noting that low money rates occur in the last stages of a depres-

sion and are one of the factors which lay the foundation for recovery. Many indexes of general business conditions as now published in the United States. Those indexes show composite pictures of production and trade. All of those indexes which I have examined,—Federal Reserve, Babson, Annalist, Brookline, Standard Statistics—are in agreement that the decline ended in 1929 or six months ago, since when time there has been a very slight upturn, or at least a flattening out of the lines. There may, of course, be relapses, but the evidence now available shows that, barring further upheavals, at least the bottom of the depression has been reached, and, possibly, has been passed. For earnings of corporations, and the cutting and paying of dividends may accentuate pessimism for a time, but they are the results of past, not future, events and they generally are most in evidence during the last stage of a depression.\*

The much lower price level, the smaller volume of business, the declining inventories, have, at least in the United States, resulted in a plethora of bank credit. As a consequence, interest rates are extremely low. The rediscount rate of the Federal Reserve Bank of New York is now but 1 1/2% per annum, the lowest rate ever established by modern central banks. The current bid rate for bankers acceptances in New York is but 1% per annum, which also is the lowest rate ever established for such paper. If past records are

As the economic depression swept around the world, the export markets of Germany were restricted, while the steady and, in many cases, the drastic decline of prices made it increasingly difficult to build up the balances abroad required for reparations payments. President Hoover appealed to the initiative in bringing relief to Germany. President Hoover thereupon submitted to the Powers concerned a proposal for a moratorium of one year for both war debts and reparations payments. That proposal has, with some conditions imposed by France, been accepted. The reparations payments of Germany amount to about \$190,000,000 a year, of which, as war debt payments, about \$250,000,000 comes to the United States. The immediate pressure on Germany was relieved. The outflow of gold and foreign exchange stopped for a time, but a credit of \$100,000,000 arranged through the Bank for International Settlements, saved the situation, at least temporarily.

The immediate effect of the moratorium proposal was stimulating; it was almost universally acclaimed. The prices of stocks advanced sharply, while the prices of many staple commodities advanced slightly. For a short time it looked as if optimism had replaced pessimism; but it was soon realized that the immediate effects of a moratorium had been over-rated; that there still is danger of a German collapse; that there had been no fundamental change in world conditions to justify any material increase in business activity; and that the economic clouds and the menace of Bolshevism hovering over Europe had not entirely passed away. The moratorium for the payment of war debts and reparations was, however, helpful; it was a constructive step in the direction of economic equilibrium.

## The American Chamber of Commerce

### OF THE PHILIPPINE ISLANDS

(Member Chamber of Commerce of the United States)

#### DIRECTORS AND OFFICERS ALTERNATE DIRECTORS

P. A. Meyer, President  
H. M. Cavender, Vice-President  
John L. Headington, Treasurer  
Leo K. Cotterman  
W. L. Appligate  
J. C. Rockwell  
Kenneth B. Day  
Wm. H. Remondis  
C. S. Salmon

Sam Frazer  
Verne E. Miller  
O. M. Shuman  
S. R. Hawthorne

John R. Wilson, Secretary  
E. E. Selph, General Counsel

#### COMMITTEES

FINANCE  
W. H. Remondis, Chairman  
O. M. Shuman

RECEPTION, ENTERTAINMENT AND HOUSE  
C. S. Salmon, Chairman  
J. L. Headington  
W. H. Remondis  
J. R. Wilson

LIBRARY  
John Gordon, Chairman

SHIPPING  
H. M. Cavender, Chairman  
G. P. Bradford  
E. W. Leticie

INVESTMENTS  
P. A. Meyer, Chairman  
H. M. Cavender  
I. L. Headington

#### PUBLICATIONS

P. A. Meyer, Chairman  
L. B. Bennett

#### BANKING AND CURRENCY

O. M. Shuman

#### EXECUTIVE

P. A. Meyer, Chairman  
H. M. Cavender  
K. B. Day

#### RELIEF

W. J. Odum, Chairman  
John Garrison  
J. R. Wilson

#### MANUFACTURING

P. A. Meyer, Chairman  
Frank N. Berry  
J. L. Headington

#### LEGISLATIVE

P. A. Meyer, Chairman  
Frank B. Ingersoll  
J. R. Wilson

## Over 5,000,000 Model "A" Fords!

THERE are over 5,000,000 satisfied Model "A" Ford owners throughout the world today.

The experience of these careful buyers is a dependable guide for you to follow in the purchase of an automobile.

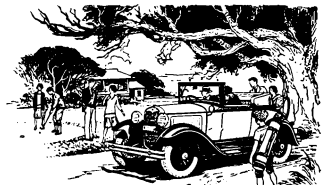
Place Your Order Now—Easy Terms May Be Arranged

"After We Sell We Serve"



MANILA TRADING & SUPPLY CO.

MANILA-CEBU



Sport Cabriolet	P1890.00	Roadster	P1400.00
Standard Coupe	1680.00	Phaeton	1410.00
Sport Coupe	1680.00	Tudor Sedan	1670.00
3-Window Sedan	1890.00	Town Sedan	1970.00

Completely Equipped—No Extras to Buy—These Prices are Cash, ex. Bodega, Manila



## Cane Sugar in the Philippines

Twenty-two years from the beginning of free trade with the U. S., the Philippines have 36 modern sugar centrals.



Sugar cane is probably native to the Philippines. In 1521, when Magellan reached the islands the inhabitants gave him a kind of caramel such as Chinese on calle Tetuan and other streets of Manila make nowadays; and the sugar for this caramel could not have been imported. But though Europe had a great appetite for sugar, and sugar-cane from India was transplanted to the western continent, the Philippine industry did not develop: sugar could not be shipped from the Philippines to Spain, and space in the annual galleon to Mexico was too costly for such a staple.

The sugar industry did not develop in the Philippines because there was neither a domestic nor a foreign market for it; sugar and sugar-cane products were made in the villages and on the farms, as they are now, and peddled in town, as they are now, by market women. It was only after the advent in the Philippines of the steamship, that Philippine sugar found buyers to speculate in exporting it. The first cargo is thought to have been one shipped to Australia in 1859. The British, because of their China-Japan trade, became quite interested in Philippine sugar. They also led the world in making sugar machinery, and got Philippine planters to buy some of it by taking payment for it out of the additional recoveries it effected.

This was open-kettle sugar. The Filipinos made it eagerly when the British opened markets for it in China, Australia, and Japan; in 1895, on the eve of the revolt against Spain, 341,469 metric tons of this sugar were exported. The century-end revolutions upset things here in all industries, farming particularly, and it was not until 1922 that the sugar exports of 1895 were surpassed; and then only slightly.

The Philippines are now producing and exporting about 800,000 metric tons of centrifugal sugar which, with free entry, is marketed in the United States. This yield is from 36 mills. Filipinos own 16 of them, Americans 10, Spaniards 9. It is under cosmopolitan ownership.

Filipinos own the farms that grow the cane, farms that used to be equipped with the antiquated open-kettle mills that lost so much of the cane juice. These oldtime farms were of medieval quaintness. The point-sharred 1-handed plow and the bamboo-branch harrow were the field tools, the carabao the motive power. The farmyard was a square of several hectares. In one side was the plantation house, on the others the mill, the animal sheds, and the warehouses; and around this center the cotters' huts, of bamboo and thatch, were grouped.

All this is present in the industry now, excepting the mill, which stands, rusted and dismantled, a memorial to feudal times when each plantation was self-sustaining. The cotters' women made the cloth their families required, and children made fiber bags for the sugar; the plantation provided all table wants, even fish of an indifferent quality from the streams and ponds; the crops were shared between the cotters and the landowner, and the landowner's share was 100% net profit because he furnished the cotters nothing, not even points for their plows.

Cockpits conveniently located, the only diversions from the year's monotonous work, garnered the cotters' money regularly enough to keep them permanently in debt, and obligated to remain on the land and work the fields. The landlord had very light responsibilities; he devoted himself to books, merriment and travel; and after the revolutions and the change of sovereignty, he furnished up his education, made himself a lawyer and entered politics. He is in politics, law and medicine today; he boasts a code and tries to live by it; his younger brother

becomes a priest, of Rome, or a commander of constables; occasionally a member of the family goes into business.

Business slowly becomes a respectable calling for sons of the plantations, because they are associated in it with Americans and Europeans; they are stockholders and officers in sugar-central companies, steamship companies, import-export companies, etc. Shop-keeping, of course, is not yet respectable and is still left contemptuously to the Chinese—for whom it makes many a fortune.

The sugar-planter's claim to being a gentleman is no vain assumption. He is hospitable to a guest, gay with women, paternal to subordinates; as a class he gambles ivorately, generously and fairly; he neither abuses religion nor gives it much attention, but his children are born and reared in it, his dead are buried in it; and he makes a thoroughly bourgeois marriage in which the ends of property and propriety are docilely and obsequiously subserved. This gentleman of the sugar industry is a man of parts ill-fitted to the limited rewards of ambition and talent existing in his community: he will fritter a fortune away on a single campaign for a provincial governorship, or the privilege of stepping from the gubernatorial chair to the Philippine legislature.

You can not blame him, and least so if you know him. He is an admirable gentleman, but by the same token he is a most indifferent planter.

Since 1899 his sugar has been going duty-free into the largest sugar market in the world, that of the United States. Seemingly, there has been every inducement for him to enrich his farm and improve its cultivation. Actually, however, he has just had a great deal more money to spend.

Frequently he has leased the plantation and moved a way from it; and his lessee has subleased the parcels of it to tenants planting sugar on the shares. The owner has gained additional revenue from the sugar by his capital interest in the sugar central built to mill the cane in his community,



Growing Sugar Cane in the Philippine Islands

(Please turn to page 20)





# The Manila Hemp Industry's Growth

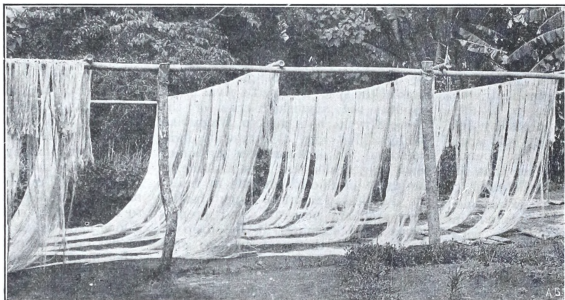
Manila hemp, the world's prime cordage fiber, is indigenous to low mountain regions of the Philippines with an abundant rainfall distributed throughout the year, but not to Manila or indeed to this coast, where the dry season is distinct. It grows without replanting, or practically wild, in southeastern Luzon and the Bisayas, and is replanted in the Davao-gulf region about every 10 or 12 years. On Luzon, too, the fiber is commonly stripped from the petioles (it is a relative of the banana) by hand, one of the hardest labors man performs; but in Davao machines do this back-breaking, gut-rupturing work, and the industry is more advanced there, where the plantations date with the American occupation and later, than in the regions where feudal farming still prevails and owners are indifferent about unit costs and production. Hemp goes loosely bundled in piculs of 137½ lbs. from the farms to the shipping ports, and from them to Manila or aboard ocean steamers in well-pressed bales of 275 lbs. A monthly average of 13,087 metric tons of this fiber is exported from the Philippines. A little is manufactured locally.

The public's buying power is largely determinable by its price, because about 2 persons in 3 in the Philippines live in the hemp regions and directly or indirectly support themselves from the hemp industry. Filipinos have always used Manila hemp, abacá as they call it, for making cloth. They laboriously strip the fiber clean of cellulose, wash it and dry it in the sunlight, and tie the fibers into threads long enough for the loom. They macerate the fiber in a mortar, to soften it as much as possible. But, though it takes color well, it makes a harsh cloth at best. Hemp cloths, *pinokpok* and *sinamay*, are made in Albay and Marinduque, Samar and other provinces where easy means of transportation has not entirely supplanted the native fabrics with cotton cloth, which is of course much preferable.

Hemp cloth is a good sail cloth and still used as such on hundreds of little craft in Philippine inland waters. Hemp cord can also be made into seins, and hemp is very resistant to the action of salt water.

It was for such domestic purposes, cloth, seins, sails, rope, that hemp was used in the Philippines until Britain and the United States began trading at Canton and frequently running ships to Manila, a trade that grew rapidly after the Spanish monopolies of overseas trade were abolished in 1830 and smuggling was no longer necessary. Both the Yankees and the British soon discovered that Manila hemp made superior cordage; they liked to outfit their ships with it, and began buying homeward cargoes of it. The Yankees experienced with it for making paper, with success, too, because there was a free press in America, where popular education created more demand for newspapers and books than the scanty

Manila hemp is the basis of every foot of good cordage in the world, other fibers are substitutes.



Drying Hemp Fiber After Stripping

line-rag supply could satisfy. England and Scotland had more linen and less public-schooling, and confined their use of hemp to the cordage trade.

Both Britain and America used Manila hemp liberally in equipping the big merchant fleets of sailing vessels they trafficked with on the seven seas, and Britain found it of equal value in her warships while she was defeating Napoleon, humbling France and making herself mistress of the seas. When steam replaced sail, there was still use for hemp in the massive cables steamships require; in this function hemp from Manila divides honors with the finest steel today.

After the Civil War in America, Britain gained the ascendancy in the Manila trade; America was practically off of the seas, though Germany was claiming her place fast enough, and America bought Manila hemp via England, *c. i. f.*, landed in American ports by British ships. It is still thought necessary to have foreign ships in the carrying trade between the Philippines and the United States, but Manila hemp for the American market has been bought in the islands and ship-

ped directly to America since the Philippines came under the sovereignty of the people of the United States. The United States gives the Philippines a market for higher grades of hemp than England buys; whereas American and Philippine banking and insurance and steamship interests share the benefits of the direct trade, Filipino labor gets the grading and conditioning work that was formerly done in England on the hemp fiber destined for America.

Japan comes in of late as a third good customer for Manila hemp, taking both the ordinary cordage grades, even the lower ones, and very high fine grades that make into hat braid. Japan also knows how to crack away the crust from

the bundles of fiber, and what is left is a cotton of long staple and the finest strength and whiteness. Not much is known, however, of the practicability of this process when cotton is at normal prices; it may not pay excepting when cotton is high, but low cheap grades of hemp can be used for it.

The Philippine government takes an interest in grading hemp for export in order that the

prices pertaining to the grades they sell, there is a fiber-grading board doing this work, formerly in the indifferent hands of a government bureau.

Manila hemp is on the American free list. Such a product, absorbing torrents of rain in its growth, can not be cultivated in the United States; yet for ships, for well drills, for rope and cordage generally, such a product is needed. England, of course, had it monopolized in '98; even the grades of the stripped fiber, of which there were few, were England's; it was a profitable commerce to buy hemp but half-classified, insure it with a British company, ship it on a British ship to Scotland or England, clean and properly classify it there, then, with charges, insurance and freight collected once more, reship and sell it wherever there might be demand. An export duty applied in Manila, which became a wedge to cast Britain out of this trade so far as it concerned America; the Taft commission decreed a rebate of the duty if the hemp was



## Rubber Barons Fight to the Death

III

The cause of the astounding losses registered by the tire companies may be told in two words—jealous rivalry.

Abolish it and the industry would not be hamstrung by: 1. Continually diminishing sales prices; 2. Continually increasing durability of product; 3. Overproduction; 4. Unfavorable bulk sales contracts; 5. Lack of control over raw material prices.

The basic disease could be cured in a single afternoon by enlisting three prominent residents of Akron into the back room at Pete's place and rushing in the gin buxks and Canadian alo. One of the men I should invite to that session is the absolute monarch of one of the four largest rubber factories. The other two are presidents of other big companies, responsible to directors, it is true, but still wielding sufficient authority to ratify an agreement with their more independent fellow president. One of the three, it happens, is a teetotaler, and it might be necessary for Pete's honest serving men to hold open his mouth while the first few rounds were poured down, but after that all would be amity and good fellowship.

Goodyear, Goodrich and Firestone, the three companies represented in that imaginary session, along with United States Rubber, rule the tire industry. None of their rivals is large enough to be mentioned in the same breath with them. If Goodyear, Goodrich, Firestone and United States should decree tomorrow that tire prices be immediately advanced 25%, the entire industry would fall in step as instantly and eagerly as the unemployed rubber workers take their places in the Akron soup lines. United States could even be left out of it. Wealthy and powerful as it is, it could not buck the combined Akron concerns—and it would not be so inclined. Any price raising by the Terrible Three of the Rubber City would be greeted with whoops of joy and an equal boosting of rate schedules at United States headquarters.

Of all the experts who have held consultations over the rubber industry's forlorn condition only a few of the less statistically minded have pointed out that with domination of the business centered in Akron it should be easy for the leaders to get together on a programme. Most of these wizards note that some 300,000,000 of the 70,000,000 tires produced in this country in a normal year come from Akron and its suburbs, but they overlook an important little twist of human nature. The fact that the rubber rajahs are neighbors is precisely the reason why

Howard Wolf, in the "American Mercury", tells you why you get your tires for a fraction of their worth, why too tire companies' dividends are low . . . . SECOND INSTALLMENT



it is impossible to get them together. They envy one another, distrust one another, and fear one another. As an Akron newspaper columnist has said, any given rubber magnate finds more joy in kicking any other magnate in the pants than he would get out of declaring a common stock dividend. Of all the current business writers only Mr. B. C. Forbes seems to have an inkling of the situation. Forbes has mentioned "personal jealousies" in the industry—and contented himself with that generality. If he had ventured to be specific he would have been forced to point to Akron's Big Three as the deadly enemies of the industry.

Goodyear, Goodrich and Firestone bear for one another a profound antipathy that extends even to rivalry over the amount of publicity each gets in its home-town newspapers. If the account of one company's annual meeting runs so much as a paragraph short of the space awarded a rival firm's account, the anguished cries of the offended brass hats rise to Wagnerian volume. That may seem merely ludicrous, but the situation loses its humor when one recalls that this attitude is the cause of idiotic contests in building needless factories, huge battles over profitless accounts, and preposterous price slashings at the drop of the hat. One of the great accounts were Goodrich and Goodyear, although there was no excessive exchange of personal amenities between Frank Seiberling, then Goodyear's president, and Harvey S. Firestone. Goodrich, the older and larger in the days when the two-company race really began to wax heated, was soon passed, and the Seiberling-directed Goodyear mounted to dizzy heights of supremacy. But Seiberling was toppled from his throne in 1921 and the minions of Wall Street swarmed over the company. Goodrich, also bossed from New York but not contending with such burdensome handicaps as the Goodyear refinancing proved to be, grew stouter and stronger than ever before. Then Firestone, letting out a burst of speed, broke into the big time by driving ahead of Goodrich in the tire line, but eventually Goodyear, ditching its Wall Street reorganization in favor of a new refinancing, pulled away from both. Today the three-cornered warfare between the three leviathans is as deadly as the old two-company feud.

The personalities in this war today are Firestone, Paul W. Litchfield of Goodyear, and James D. Tew of Goodrich. Litchfield, firmly grounded in his presidency and holding the confidence and esteem of the financial and

industrial magnates behind the company, has risen to challenge Firestone as the dominating individual in the industry of which Seiberling was once the colossus. Tew, much newer to his job than Litchfield, has managed to boss a once-turbulent organization over which his predecessor ruled a little less than six months, an organization that has witnessed a long procession of arriving and departing brigadiere-generals. Neither of these gentlemen is inclined to truckle to Mr. Firestone, and Mr. Firestone does not get along with anyone, sparing Mr. Henry Ford and Mr. Thomas Alva Edison save when the knee is bent. Over-rated nationally through his acceptance by Ford and Edison as the Third Musketeer, and under-rated in Akron, Firestone is undoubtedly as able a business man as the rubber industry has ever known. In Akron he is credited only with being lucky, but luck will not account for his survival through a long period of years marked by two tremendous depressions and his continued reign as the only individual controlling a first-line rubber company single-handed.

Farm boy, horse trader, buggy salesman and self-made millionaire, he has native shrewdness and bulldog tenacity to thank for his success. He has played a lone hand in the rubber industry and he has raised more hell than any dozen other men. A comparatively new factor in the tire sales warfare inaugurated the last disastrous price cutting in 1930, but Firestone's was the first of the manufacturing concerns to follow suit. In the old days of not so long ago the price slashing was usually a one-man affair, and the one man was Firestone. Always he saved himself from disaster by realizing sufficient cash on quick sales at the reduced rates before the others could fall in line. His price cuttings are made a matter for prideful parading in his Samuel Crowther-written "Man and Rubber". His most spectacular swordplay, a sweeping 25% cut in 1920, may have thrown the entire industry into confusion, but it saved Firestone as he admits through Crowther. Whether he has been an asset or a liability to the industry as a whole, it must be admitted that he knows how to take care of himself.

Although he is the most hated man in the industry, the epic personal hatred of rubber is not between him and Litchfield or Tew, jealous as that rivalry is, but between him and William O'Neil, the president of General. O'Neil, the son of an Akron merchant prince, started in the rubber business as a distributor of Firestone products in the Kansas sector, and he organized his

(Please turn to page 20)



## Later Data from Thriving "Phioliopolis"



*This imaginary American city manufacturing goods sold exclusively to the Philippines, might be the actual city of Kansas City, Missouri. . . . By CLARENCE H. COOK.*



CLARENCE H. COOK  
Financial Editor, Bulletin

Philippine exports are of a limited variety. The major items may be counted on the fingers of one hand, sugar, copra, hemp, coconut oil, lumber and tobacco.

It is due to the ready market for these products of our farm lands in the United States, and the profits that have accrued from them, that sufficient capital is available in this country, to purchase the innumerable commodities, not now produced here, but which, nevertheless, as living standards have improved, have become recognized as necessities of life.

Few stop to consider seriously the great list of products, so necessary to progress, development and the maintenance of standards, that this country would be either in part, or wholly deprived of, in the event the duty-free relations with the American market were severed, and commodity profits now enjoyed, turned to commodity losses, as of course they would to a large extent.

It is well to consider these things in their true light and value. Few people realize the actual poverty of diversified production, both agricultural and industrial of the Philippines. This is a field that must be developed before the Philippines can lay claim to economic independence.

Walter Robb\*, well known local writer and editor of the American Chamber of Commerce Journal has drawn probably the clearest picture ever presented to the people of this country, detailing imports from the United States that may be classed as actual necessities. Mr. Robb has visualized a theoretical city, which he has called "Phioliopolis," in which these commodities are produced and with the assistance of reliable Washington statistics has compiled the following, and to many of us startling figures, detailing many of the products we are now able to enjoy as the result of the ready and profitable sale of Philippine products on the duty free American market, and without which we would to a great extent be deprived. Without a market there can be no profit, and without profitable sales, there can be little development or progress.

On the basis of 1928 and 1929 Philippine import figures, together with United States Census of Manufacturers, 1921 (latest edition available) and United States Year book of Agriculture, 1930,

it has been possible to arrive at fairly accurate figures for the revision of the activities of "Phioliopolis". The United States Census of Manufacturers gives the total value of the product of all leading industries, the number of laborers employed therein, and total annual payroll. By dividing the value, or in some cases quantity, of Philippine imports of the products of any one industry into the total produced value or quantity, a co-efficient is obtained which, when applied to the total number of laborers and total payroll for that particular industry, gives numerical values of great average accuracy for the fraction of the industry which may be considered as belonging to the economic establishment of the theoretical, but none the less, real "Phioliopolis".

(1) The pasture lands, some 55,000 acres, of Phioliopolis maintain 13,500 milk cows valued at over \$1,500,000, which yielded the 58,000,000 pounds of natural milk required for the production of 27,000,000 pounds of evaporated and condensed milk and other dairy products exported to the Philippine Islands in 1928. Together with the very large creamery, condensing plant and cheese-making establishments located in Phioliopolis, the dairy industry received over \$3,000,000 for its gross income, (1929 data not available.)

(2) The iron and steel mills, foundries, metallurgical factories, and machine shops at Phioliopolis employed over 3,000 laborers with a payroll of over \$3,000,000 to produce the \$20,980,000 worth of American iron and steel products, tools, and machines required in the Philippines in 1929.

(3) The Phioliopolis automobile and truck factory employs 1,000 laborers who enjoy a payroll of \$1,400,000 and produced 3,700 trucks and 3,600 cars for the Philippines in 1929 which were sold for \$7,635,000 (1929 data.)

(4) Cotton farmers in the Phioliopolis district sell their entire crop from 277,000 acres for \$8,717,000 to the huge mill at Phioliopolis where 5,300 laborers are employed in the manufacture of cotton goods for Philippine consumption. These laborers receive an annual payroll of over \$4,216,000, while the mill properties receive over \$2,916,000 in profit. Then, too, these farmers ship \$6,500,000 worth of raw cotton from an additional 209,000 acres to Europe and the Orient where it is manufactured into cotton goods for Philippine consumers. (1929 data.)

(5) Wheat farmers at Phioliopolis cultivated 199,000 acres from which nearly 3,000,000 bushels of wheat were obtained. This wheat was sold to a huge flour mill which milled and sacked 143,000,000 pounds of flour for shipment to the Philippine Islands in 1929. The value of the flour at the port of Phioliopolis was approximately \$4,350,000. There is, also, a sizable bakery in Phioliopolis which produced \$300,000 worth of biscuits, macaroni, oatmeal and other breadstuffs required by the Philippines in 1929.

(6) The fishing coasts of Phioliopolis supply the Philippines with 22,000,000 pounds of canned fish annually. (1928 data.)

(7) Phioliopolis also produces (1928 data):

700,000,000 cigarettes valued at \$1,600,000; 5,500,000 pounds of apples valued at \$253,000; 2,250,000 pounds of grapes valued at \$190,000; 6,000,000 pounds of citrus fruit valued at \$390,000; 3,000,000 pounds of dried and tinned fruits and nuts valued at \$200,000; \$1,500,000 rubber tires; \$750,000 other rubber goods; \$75,000 worth of asbestos; \$43,000 worth of shoe blacking; \$1,500,000 chemicals and medicines; \$200,000 watches and clocks; \$160,000 chocolate and cocoa; \$140,000 coffee; \$209,000 candy and chewing gum; \$65,000 copper products; \$216,000 earthen and ceramic products; \$1,050,000 fertilizers; \$220,000 metal furniture; \$390,000 glassware; \$215,000 gold, silver and platinum ware; \$360,000 hats and caps; \$2,100,000 silk, natural and rayon; \$1,000,000 soap; \$135,000 sporting goods; \$150,000 molasses, sugars and syrups; \$93,000 tin and tinfoil; \$850,000 tobacco leaf; \$50,000 toys and trinkets; \$675,000 worth of vegetables, fresh, dried and tinned; \$350,000 lumber and lumber products; \$430,000 wool cloth and yarns; \$150,000 motion and talking pictures; \$400,000 phonographs and records; \$1,650,000 leather goods; \$7,000,000 mineral oils; \$300,000 other oils; \$700,000 paints and varnishes; \$1,500,000 paper and paper products; \$1,345,000 books and printed matter; \$117,000 pencils; \$500,000 perfumes and cosmetics; \$340,000 photographic supplies; \$120,000 jewelry; \$173,000 salary appliances.

\*Modesty would incline us to omit this paragraph, but, thanking Mr. Cook, we leave it in because it carries the introduction to Phioliopolis. As to the origin of the idea, Phioliopolis was originally built about ten years ago; many friends liked the idea, and with their help the city has grown steadily since.—Ed.

# The God of The Machine

In the midst thinking of quitting business  
with Uncle Sam, a moment upon our benef-  
its from him . . . . . By D. R. WILLIAMS

It is trite to say that thirty years is a long span in the life of an individual but a short one in the life of a country or people. Despite this truism, however, the past three decades have witnessed a transformation in the political, material, and social status of the Philippines and their people without parallel in recorded history.

In the years between, a new generation of Filipinos has entered upon the stage and is today enjoying the fruits of this phenomenal transformation with no memory and little thought of the stark realities existing prior to its day.

Business men and a flood of tourists now arrive Manila in palatial liners, dock at substantial piers, and enthuse over the magnificent boulevards, parks, hotels, public buildings, and other manifold charms and attractions of one of the most beautiful and healthful cities in the world. Going wide afield, they journey throughout the archipelago over splendid highways, traverse its inland seas in commodious boats, and find its countryside dotted with schools, artesian wells, sanitary markets, and other modern conveniences, with a populace enjoying a state of comfort and well-being unknown among the masses of other Oriental peoples.

The disposition of these new arrivals upon the scene,—whether Filipinos, business men, or tourists,—is to take all these things for granted, and to lose sight of the "God of the Machine" which made them possible, i. e., the relentless energy, the practical directness, and the *desire for results*, which are a heritage of the American people. This urge for action, inspired by altruism, and given expression through men of the character and calibre of William H. Taft and a line of able successors and assistants, swept clean the wreck of Spanish medievalism and upon its ruins built a modern commonwealth wherein the Philippine people have been and are given opportunity to realize and share—within the limits of their capacity—every development and achievement of the age.

"Let Us Forget," a brief statement of conditions existing prior to American coming may bring home to present-day Filipinos, to Americans, and others, not only an idea of the distance traveled but a better appreciation of the work and achievements of those responsible for implanting in these islands the civilizing influences which mark centuries of Anglo-Saxon struggle against the forces of ignorance, superstition, oppression, and tyranny. In another connection the writer summarized these conditions as follows:

The situation prevailing throughout the Philippines upon American occupation was something appalling. In the City of Manila the death rate among children under one year of age, as shown by Bureau of Health records, was 95 per cent. Surface wells and a contaminated city supply system furnished water for drinking purposes, the use of distilled or artesian water being almost unknown. There was no proper sewerage or other adequate provision for disposal of human wastes. The old moat surrounding the Walled City, and the numerous canals threading the business and residential



D. R. WILLIAMS

districts, were full of refuse and an offence to sight and smell. Smallpox, beriberi, bubonic plague, tuberculosis, malaria, and other pestilential diseases, were endemic, while the ravages of cholera were frequent and deadly. Lepers existed in large numbers, and in most localities mingled freely with the general public. The treatment of the insane and feeble-minded was a disgrace to civilization. In the whole of the islands there was not a single hospital or operating room with modern conveniences and appliances. Trained nurses were practically unknown, and in many provinces medical attendance of any kind was unobtainable. There was little or no preventive inoculation, and the people lived (and died) without knowledge of germs and their transmission through food and personal contact. Night air was considered noxious, and windows and doors were tightly closed at nightfall. Epidemics and other calamities were accepted by the natives as a visitation of Divine Providence to be endured by the burning of candles and religious processions rather than through segregation of the afflicted and other sanitary measures. Given these conditions, and applying them to a people undernourished, lacking in vitality, and utterly ignorant of personal hygiene, and the fact of a high mortality and "scent" population "ceases to be surprising."

There were but one hundred and twenty miles of railway in the archipelago, this line being British built and owned. Interisland transportation was slow and hazardous, the routes being poorly charted and lighted. During six months of the year the public highways were little better than quagmires, the larger rivers being either forded or crossed by antiquated ferries, making the marketing of products, except by water, difficult and expensive. With rare exceptions agricultural implements and methods harked back to the time of the Pilgrims, generation following generation without any appreciable innovations. The Philippines lay on a stagnant back-water, largely unknown and unknocking, their shores scarcely touched by the currents of progress sweeping the world outside their borders.

Space forbids any detailed statement of how the foregoing situation, which savored of decay and death, has been transformed into a community where the latest discoveries of science, and the most up to date inventions which minister to the comfort and betterment of mankind, have application within the means of the State and the individual. Those on the ground can make their own comparisons and need no further

evidence of the changes which have been wrought. Simply as an indication of material progress, it might be noted that Philippine imports and exports have increased from a total of \$47,854,000 in 1900 to \$256,260,000 in 1930, which is but a tithe of the possible total had it not been for the uncertain political status of the islands, and restrictive land and corporation laws. In the same period \$194,053,000 have been spent on public works and improvements, of which \$22,241,000 were for development of island ports, while over 2,000 artesian wells have been drilled and 178 separate watersupply systems installed. Other hundreds of millions of dollars have been expended on public education and in the construction of hospitals and extension of a modern health service throughout the archipelago. The population has increased from some 7½ millions,—this after over three centuries of Spanish rule,—to approximately 13 millions after 30 years of American administration.

Not only has the United States opened a new world to the Philippine peoples, where-in every right, privilege, and opportunity theretofore denied them is possible, but there has accrued to them through the fact of American sovereignty and Congressional action, a body of advantages and immunities which make of them today a favored race among earth's peoples. Without leaving their own shores, and without any contribution whatsoever to American revenues, they now have and enjoy among their privileges: United States backing for their currency system; credit for bond issue at minimum interest rates; exclusion of Chinese, with whom they cannot compete on even terms; protection of the United States Army and Navy and service of our Diplomatic and Consular Corps; freedom from foreign aggression and preservation of internal order; free entry of island products to the United States and vice versa; forests, and mines in the islands and revenues derived from their sale or other disposition; refund of internal revenue taxes collected in the United States on Philippine cigars and like products, together with unrestricted access by Filipinos to the United States and its Territories,—a right now enjoyed by no other Asiatics and by nationals of other countries only on a quota basis.

The small *illustrado* class in the islands have been granted participation in public affairs up to and frequently beyond the danger point when measured by the good of all. They have today a greater share in Philippine administration, and enjoy a wider range of legislative powers than are applicable to any State of the American Union.

All of the above, and other manifold benefits, would automatically terminate with the passing of the God of the Machine which brought them into being and has maintained and developed them through the years. This is not the time or place to discuss the wisdom of such a withdrawal, whether from a Filipino or American standpoint. The progress made is real and apparent, but it is only a beginning. The processes of evolution cannot be forced, and all may be lost in an attempt to rush in too soon on present gains.

He who runs may read and form his own conclusions.



## Fray Aniceto's Dilemma

This true story from mission records of the town of Santa Teresa is recorded skillfully with the town's patroness, Santa Teresa of Avila de la Frontera. . . . By PERCY A. HILL.



"In Catholic Christendom," says Franz Blei, in his volume on *Fascinating Women*, "two women have played outstanding roles." He mentions these women, Catherine, the little Tuscan nun who drove the antipope from Rome and brought the true pope, Gregory XI, back from Avignon to St. Peter's see, and Santa Teresa of Avila, who reformed monastic and nunnish life in Spain in the golden 16th century when it was a difficult task indeed "to restore the ivory tower as the refuge of Christian purity." Besides that, Santa Teresa, born of the *limpica* of rugged Avila, neither Moor nor Jew in her ancestry, had, for 20 years of her cloistered career, a hard battle with worldly temptations on her own account; as she herself honestly, though cautiously, tells us in her *Conversaciones*.

She was high-born and nobly reared. Her father kept the women of his family locked up in the house, a good custom of the period, but he stepped far ahead of custom in having them taught to read religious books and write religious tracts. It was the girl's mother who surreptitiously widened the curriculum to embrace secular literature—devastating romantic tales and ballads—so that Teresa grew up quite a normal girl and became a woman of great good sense and intellectual powers that made her will invincible. She did many saintly acts during her life of 76 years. Blei mentions these blessed works of hers, but overlooks the fact, important in the Philippines, that her name adorns a town in the Ilokos region of northwestern Luzon that is quite as unchanging as Avila itself, her hallowed birthplace—*Avila, nothing but saints and stones*.

Santa Teresa, which you will wish through in your motor without further notice than an exclamation over its beautiful church, is inhabited by simple folk won to the Cross perhaps in Salcedo's time. There is the plaza, a common, a grimy Main Street with Chinese general merchants promoting their best business corners, and back from all this the topsy-turvy blocks of thatched cottages. There is also the unkempt *playa*, the seashore, where there are always some fishing boats drawn up on the beach. Fields stretch from the shore back across the narrow plain and in terraces up the mountains a little way—fields of rice—and the people of the town divide their time between farming, fishing, idling and cock-fighting, and religious festivals and obligations.

Life is languid in Santa Teresa, weeds that would be some exertion to keep cut down grow over the plaza; paths through them lead to the church. Domestic animals, goats, carabaos and scavenger

swine, wander about or seek their ease in the shade of the scattered mango and acacia trees. Children make playgrounds of the shady places, and the elders of the town have their gathering places along Main Street where they look with grave concern upon the wayward young folk who have learned words out of books and gained knowledge of far-off places—Hawaii, Puget Sound, California—where magnificent adventures are met with and enormous wages in gold are paid for a man's day's work.

Maidens of Santa Teresa give god-speed to brothers and lovers bouncing out of town on traffic trucks with their emigrant bundles and their high hopes and promises of coming back home after a few years with money saved to pay for a wedding and a little paddy land. Dreams. . . dreams of youth. The sun goes down, the boom of the tide is heard, just as always; and the throb of pestles in hewn mortars in every dooryard, where peasant girls and little boys are hulling rice for supper. Often there are fish, for *ulam*, and indifferent vegetables are boiled for the *gabay*. The plates used to have an indigo industry, thanks to the friars, but a factory called *Alenañia*, that predatory Germany you have heard of, killed the indigo business with coal-tar dyes.

Where the ebb tide at Santa Teresa leaves expanses of muddy flats, old women, their skirts kilted between their legs trouser-fashion, pounce upon fish unwarily caught in the pools and eke their gleanings out with crabs and mollusks. They, too, these faded peasant women, have lively, happy countenances and are able to banter and jest as if sorrow were never near their hearts; whereas it can never be very far away from their hearts, what with the fevers that carry off little children at dreadful rates, what with the crowded parish from which their sons, when young men ready to marry, must go so far to earn some savings and stay so long absent from home.

No wonder the folk of Santa Teresa pray a great deal, they have need of much divine mercy. But a great wonder is their contentment: they accept their lot in Santa Teresa as if God had willed it upon them; they are none of your skeptical modern individualists spoiled by the foolish philosophy of education, exertion and success: what God wills will come to pass.

Yet they superhumanly sacrifice that their children may get book learning in the public schools. Is there no corner of the world where this pernicious rise of the modern spirit has not penetrated? But you must remember

that Santa Teresa—very pretty of a moonlit night, by the way—has more excuse than most towns to absorb it itself in the business of book learning; its patroness was such a reader of books; and a writer of them, too—at the mere age of childhood, just 14, getting a boy cousin into sin with her in helping her write and secretly circulate in Avila a very diverting romantic story, the work of her erring imagination and the love she had for her collaborator.

Santa Teresa once thought seriously of the duty of marrying and becoming a frowsy, frumpy Avilan mother. But she soon thought better of it. Of course all girls in the town of Santa Teresa marry if they can, being Filipinos and so devoted to ancestral teachings and Christian instruction.

It was this instinct to mate at mating time that brought scandal upon the village during the decade after the British occupation. Heretics always bring mischief in their wake. For 10 years, from 1762 to 1772, Santa Teresa had no pastor to sanctify its weddings; couples lived together, perforce, in what Fray Aniceto called married sin, when he came to occupy the parish in 1772.

Fray Aniceto was dumfounded by the situation confronting him. He was beyond mature years, and suffered from a tropical liver; the acerbities provoked by his stubborn digestion, he visited upon his flock from the pulpit. Besides his fiery sermons, he had the town crier take his bell and announce through the streets that all who were living in *married sin* should repair to the convent at once and have their unions solemnized by canon law. Excommunication was to be visited upon those who refused. Inadvertently, Fray Aniceto's zeal introduced an orgy of easy divorce; some couples reluctantly went to the convent to be decorously married, more repaired there eagerly with complaints against their spouses, to have their wicked unions nullified. But the majority, to Fray Aniceto's dismay, remained away altogether.

It was now that Fray Aniceto took matters more firmly in his own hands. He proposed to marry his people effectively, if not happily; he took the names of the men and paired them with names of the women, and according to this arbitrary and haphazard arrangement he called upon the people for obedience.

The older couples to whom sentiment was a memory obeyed loyally enough, but most of the younger couples held out still; they privately condemned the friar to be smitten of the lightning

(Please turn to page 18)



Vol. XI  
No. 8

August  
1931

### THIRTY-THREE YEARS

You may be as hardboiled as a five-minute egg, or as a bluff barracks-bred manner makes you appear to be, but when the anniversary of the day Old Glory went to the masthead over Fort Santiago, and Captain H. L. Heath, under higher orders, stationed a color guard there from the 2nd Oregon Volunteers and kept them there all night, you doff some of your dourness and you think of gallant days when you were up in the front trenches of life with down on your lip and a gun on your shoulder—days of youth and derringdo. You feel yourself jostled in with your regiment of young bravos and punted about on rotten transports; you itch with the unbearable discomfort of your woolen uniform; you slosh through the muddy encampments, trudge along the gullied breastworks, deploy against the bullet-spitting blockhouses, stand outpost duty, and bayonet shadows that may materialize into the bolo-wielding enemy. You *sigue Dagupan, espera Caloccan*: you fire the engine, or control its throttle, or keep the cars coupled on the military trains supplying the army marching northward. You brawl, you take blows and give them quickly. You draw your pay and go *down the line*... you shoot craps, guzzle big draughts of beer, barge into the variety shows and toss dollars at the feet of the Sydney girls. You bait Taft—what the h— kind of pioneer was he, anyway?—but you realize that after all he was not a bad one.

You man Taft's civil-service, an altruist in spite of yourself. You live the *earlies*, the days of the empire, over again and would give a miser's treasure to have them back again. Yet you have adjusted yourself to the current order, in absolute contrast with the golden period of your life: you old veterans are admirable burghers now; even more—obeying laws you do not make, acquiescing in a queer and motley régime you can not influence, yet do not approve. An astonishing number of you are successful, not a few outstandingly so, whether you still live in the Philippines or have made your career in the homeland. Others are less successful, materially at least. There is a song of the oldtime camp-meeting and revival days (which decisively influenced your callow years, admit it or not), *When the Roll Is Called Up Yonder*. But it would be inspiring to call the roll down here, of the miners, the maestros, the homesteaders, the teamsters, the road and bridge builders, the contractors and sub-contractors, the postmasters, the linemen—the roll of all the pioneers together—and see them assemble into the regiments of volunteers and regular troops

making up the rank and file of the forces of the occupation and the Philippine campaign: for a more capable generation of men was never bred. Only memory, however, is the bugler; and many are sleeping deeply and can not hear the call.

But when the roll is called up yonder, especially if it is a call to some vain aid of heaven, they and all the rest of you will be there.

### JACK IN THE BOX

Though there is depression enough in the Philippines the Davis administration manages to keep some *jack* in the strongbox, and while it proposes a budget within the expected income of ₱70,000,000 or thereabouts it pays off ₱12,000,000 of bonds and keeps the peso well protected at par. This is somewhat offset by the declining circulation, shrinking a million or two every week of late, but on the whole it makes the fundamentals of doing business about as favorable as could be expected. But the newspapers are bidding Governor Davis goodbye, they believe he is soon to be succeeded by Theodore Roosevelt, who has been governing Porto Rico—a harder post because economically Porto Rico is much worse off than the Philippines. Roosevelt should remain in Porto Rico, where his industrial and land reforms are but well under way; Davis should remain in the Philippines, where his financial policy and his Mindanao program have just been well begun.

Because both men should remain in their present positions, perhaps both will be sent to new ones—both the Philippines and Porto Rico will lose competent governors, and the Philippines will gain another green one. It is also a bad precedent to make the Porto Rican post a stepping-stone to Manila. The body that can put a stop to this rotten politics played at the expense of the territories involved, is the United States senate. If Davis leaves Manila, the senate should give President Hoover but one choice for his successor. That choice is, promotion of the vice-governor general.

At the time the vice-governor is promoted to the governorship, a new vice-governor should be chosen.

The new vice-governor should be a Democrat, since the governor, if he be the vice-governor promoted, will be a Republican. Thus the senate can put the governorship entirely out of politics, as it ought to be—as it was up to 1913; and it would again be full of dignity, personal responsibility, power. The government would again be in balance. The senate might even fix a term, say four years, for governors to serve, with a vacation at the end of two years. This term should have no relation to changing administrations at Washington. Until the senate does something similar to the plan here proposed, and to the purpose of it, the senate will share the ignominy, deep and accursed, of the emasculation of the governorship of the Philippines. Politics has maimed the office foully: its aims are now worth no attention, for they are puerile, evanescent futilities.

—W. R.



## A Little Matter of Trade

Lawrence Benton and the Manila Harbor Board for whom he works as comptroller do the first-rate annual service to the world in publishing their

booklet of narrative and statistics on Manila and Philippine overseas commerce. The comment on this page is based upon *The Port of Manila, 1931*, and the table of data is reproduced from it. The material is all dehydrated of partisanship; o t h e r commentaries may use it as they will, for ourselves we shall use it to invite attention once more to the fact that the Philippines are not necessarily losing trade with other countries because they are gaining so much with the United States.

The table shows that American trade with the Philippines was millions \$10.6 in 1899, millions \$367.1 in 1930.

But consider the United Kingdom, millions \$13.6 in 1899, millions \$19.1 in 1930; and remember Britain did the bulk of overseas trading with the Philippines in 1899, upon terms she influenced in her favor. If to do 50% more trading with the islands now she must quote Philippine customers prices competing with free-entry American goods, the customer benefits from her predicament.

And consider Japan, her trade with the Philippines millions \$2.4 in 1899, millions \$34.7 in 1930, or .15 times that of 1899.

China loses (and Britain with her, the Hongkong-Manila cistern expensive trade) to the Chinese trade with the Philippines in 1899 was millions \$24.7, and in 1900 it was millions \$15.5. With trade direct between the Philippines and other countries Hongkong's utility as a way-port for the islands declines. France has 3 times as much trade with the Philippines now as she had in 1899, Spain twice as much, the British East Indies 3½ times as much, Australia twice as much, Germany 5 times as much, other countries together 20 times as much.

Two hundred and thirty-nine foreign ships with total tonnage of 280,846 entered the port of Manila in 1899, and 1,273 foreign ships with total tonnage of 5,116,694 in 1930. Domestic ships: 683 with total tonnage of 149,129 in 1899;

"The Philippines should be free to find markets other than the U. S."—when you hear this, smile.



### FOREIGN COMMERCE OF THE PHILIPPINE ISLANDS

Distribution of the values of the total trade with various leading countries during the years 1899 to 1930. Values expressed in millions of pesos  
Example: P10,576,692 expressed as 10.6

Year	United States	United Kingdom	Japan	China	French East Indies	France	Spain	Hongkong	British East Indies	Australia	Germany	All Other	Total
1899.	10.6	13.6	2.4	24.7	1.7	7.4		2.3	1.9	1.9	1.6	6.8	1.1
1900.	10.2	12.4	2.5	23.7	1.5	7.0	7.1		5.5	1.6	3.5	5.7	95.7
1901.	16.2	33.7	5.3	16.2	4.7	6.5	6.4		8.2	2.4	4.6	5.1	109.2
1902.	31.3	27.3	2.9	20.3	11.2	7.0	7.3		5.0	1.6	4.7	5.4	124.0
1903.	33.8	28.2	4.9	10.1	16.4	8.8	5.8	4.7	6.8	2.3	4.1	6.5	132.4
1904.	33.5	26.8	3.3	8.0	12.8	4.9	6.3	5.0	5.5	3.3	3.2	4.9	117.3
1905.	40.9	26.6	3.0	7.6	10.7	6.2	7.3	6.1	5.1	3.8	3.5	6.2	127.0
1906.	37.7	26.3	2.6	9.5	7.7	7.2	6.8	6.7	4.2	4.1	4.3	6.0	118.1
1907.	32.8	32.4	3.2	9.6	8.2	8.6	7.3	5.4	5.1	4.9	4.8	6.8	127.1
1908.	31.1	26.3	3.5	7.2	11.1	10.2	6.2	6.0	3.2	5.5	4.6	8.7	123.6
1909.	47.2	21.4	3.8	8.2	9.4	11.6	7.0	5.2	3.4	5.9	5.5	8.3	132.0
1910.	74.6	26.9	5.8	6.6	13.4	17.7	7.0	3.4	4.2	6.0	6.2	8.9	180.7
1911.	78.2	24.7	6.5	5.1	13.7	18.9	6.8	3.7	4.3	6.1	6.9	10.8	185.7
1912.	94.4	29.8	11.2	6.0	22.8	20.4	8.0	4.9	7.4	7.9	9.0	11.4	233.2
1913.	86.2	28.9	14.6	7.7	5.4	13.9	7.4	7.4	4.0	6.6	9.3	10.8	202.2
1914.	96.9	32.9	13.3	7.2	6.3	10.0	6.9	4.6	3.8	6.1	6.7	9.4	194.6
1915.	100.1	25.0	15.0	7.9	13.8	12.6	7.0	7.3	3.7	3.9	0.5	9.5	206.3
1916.	117.1	30.0	19.1	9.7	13.0	7.0	6.7	8.4	4.8	3.1	0.2	11.8	236.9
1917.	201.8	26.5	31.1	12.8	11.3	4.5	4.9	11.2	4.3	6.0	8.3	8.1	322.8
1918.	296.0	44.5	42.1	19.7	16.6	4.1	7.9	10.1	7.0	8.9		10.7	467.6
1919.	264.3	37.1	37.3	21.9	10.5	11.4	9.7	14.9	7.6	10.7	0.7	37.4	463.5
1920.	395.0	34.6	47.1	25.9	10.2	5.8	12.9	15.0	9.6	10.2	2.8	32.0	601.1
1921.	249.0	17.9	35.1	24.2	6.5	7.8	9.5	10.0	5.4	5.8	7.4	29.3	407.9
1922.	223.7	16.8	29.0	17.8	6.2	4.5	7.5	5.7	4.6	7.1	7.9	20.8	351.6
1923.	270.8	23.3	31.5	15.9	8.3	7.2	10.8	5.2	5.3	6.2	6.6	25.4	416.7
1924.	315.4	30.0	29.6	19.9	19.6	7.0	16.2	5.4	4.9	6.2	9.5	28.8	486.7
1925.	356.7	35.9	33.6	20.9	13.1	6.5	11.0	4.2	7.7	7.8	10.2	30.5	537.2
1926.	343.2	24.8	37.8	19.6	9.2	8.4	9.9	3.4	7.7	7.4	12.7	28.3	512.4
1927.	375.0	27.9	37.6	18.2	2.5	6.5	13.1	3.3	7.5	6.3	13.4	31.1	542.9
1928.	308.9	27.6	30.8	20.1	4.9	8.5	12.0	3.4	8.4	6.1	15.6	34.1	579.4
1929.	434.1	26.0	38.1	20.6	11.6	7.8	14.3	2.7	9.4	5.4	16.8	36.4	623.3
1930.	367.1	19.1	34.7	15.5	2.0	5.6	11.5	1.5	8.2	3.5	13.1	30.7	512.5

Total Trade with the United States, 1899 to 1930. . . . . P5,451,846,022  
Total Trade with all other Countries, 1899 to 1930. . . . . 4,081,829,375  
Grand Total of Foreign Commerce, 1899-1930. . . . . P9,533,675,397

5,671 with total tonnage of 972,895 in 1930.

But other countries than the United States are not as good trade associates for the Philippines as she is, because they generally buy far less than they send into the country and sell: the trade sets up a gold balance in their favor. This is true even of Japan, emphatically true of her; though she is an important buyer of Philippine products, what she sells them in manufactures far overbalances what she buys. Other countries than America, have other sources of tropical raw products; if they need them, and more interest in developing them; but the United States is dominantly dependent

upon the Philippines, excepting that she is dependent upon Cuba for sugar and upon the British and Dutch Indies for rubber. She used to be dependent upon Ceylon for desiccated coconut, but chose to transfer this dependence in 1922 by leaving a duty of 1½ cents gold per pound upon the foreign product; so the Philippines sold the United States 9,906,968 kilograms of desiccated coconut in 1930, valued at P5,917,419, and they did not sell all other countries even a million kilos of it. Britain is the world's big baker, and Britain has been desiccated coconut in Ceylon.

"The Philippines should be free to find markets other than the United States." They should be, they are. The United States even helps them do this. It is a major task of the government here, to which is lent free the trade representative and consular services of the United States. It is an aim of manufacturers here, chiefly manufacturers by what is sold to the United States. It is a goal of Philippine exporters, whose efforts not as all have been accompanied by what they sell the United States. The trade obtained is kept beneficial for this market, to producers by the gold standard of the currency; when customers come to buy Philippine products they pay in gold and find the price at par, the dissipation of the gold reserve, which made the depression of 1921-1922 more acute, being the only exception. Want of markets is not a primary need of the Philippines, but want of capital for manufacturing, capital in family earnings creating great domestic demands for goodly manufactures commerce has benefited the Philippines no little during the past 30 years, but the idea as being the only important market.

But you can save swine, feed poultry, market eggs, and the people begin doing these things quite intelligently. Industry is incipient here, and the man who would postpone separation from the United States 20 years doesn't favor separation at all, though he calls this a *graveyard* solution of the problem because in 20 years the advantages of it will be dead. It might pay to follow the actual trend of domestic industries dependent upon the domestic market; for if many of these are beginning to succeed and accumulate capital, 20 years of currency stability would do them a great deal of good.

# Comment on the Current Talkies

By BERYL HUGHES

*Sweethearts and Wives*, coming to the Lyric, is a mystery romance starring Billy Dove and Clive Brook. The story concerns a stolen necklace of diamonds. Had the necklace not been stolen, Lady Deptford would not have been in danger of a divorce from her husband and Patricia, her sister, would not have gone to the lonely deserted inn near LeTouquet in the south of France to recover it. But it was stolen while Lady Deptford was paying a clandestine visit to another man's apartment. Patricia was getting along very well at the inn and had almost recovered the necklace when someone arrived unexpectedly and she was forced to assume the disguise of a maid. The thief slid through her fingers and when she found him he was dead, murdered. That complicated matters, and Lord Deptford hired a clever divorcee law-

yer to unravel the mystery. The solution is novel and interesting.

*Abraham Lincoln*. We have been waiting for this picture. It ranks with the few pictures to remember. David Wark Griffith has made this his masterpiece, thanks to his own artistry, a marvelous cast and a magnificent script written by Stephen Vincent Benet. Walter Huston plays with dignity, finesse, and grandeur the part of Lincoln. The poignant love affair with Ann Rutledge, Sheridan's ride as one of the Civil war sequences, and the assassination of the President in Ford's theater, the picture moves dramatically and beautifully. This picture coming to the Lyric should not be missed.

*Dirigible*. Ralph Graves and Jack Holt have been up in the air once before in *Flight*, under the seas in *Submarine* and in many costarring adventures

since Columbia decided to make a team of them. Their new picture is the best of the lot, and is a combination of Byrd's flight to the South Pole which had no love interest, except the love of adventure, and the usual triangle of two men in love with the same girl. There is action, plenty of it, an absorbingly interesting story and some good acting. Coming to the Fox.

*Golden Dawn*. Hot on the heels of *Trader Horn* comes another picture of the jungles of Africa, but quite a different picture. Originally a light opera written by Oscar Hammerstein and Otto Harbach, it has been transferred to the screen with few changes. Dawn was supposedly native and had been imprisoned in the jungle as the bride of the pagan god Mulungu. She is discovered by a young British Officer who attempts to free her, but Shep Keys, a Dutchman who has joined the native troops, wants Dawn for himself. He incites the natives against her and they prepare her for sacrifice. She is saved in a most unusual way and restored to her lover and civilization. Coming to the Lyric.

*Young Donovan's Kid*. Jim Donovan, gang leader, becomes the guardian of Midge Murray, a seven-year old boy whose brother has been killed in a fight while protecting Donovan. Midge is an incorrigible youngster, so Jim seeks advice from the parish priest. The priest sends his niece Kitty to Jim's quarters to look after the boy. Everything goes well until Duryea, a nosey individual from the Child's Welfare society, takes Midge away and places him in a house of correction. Jim is bitter and vows vengeance against all law and order. Kitty, however, keeps him on the straight and narrow path. The two are seen together often, especially when Kitty takes large sums of money from her office to the bank. One day Jim visits Midge, and Kitty is robbed on her way to the bank. Jim and Kitty are suspected and arrested. Jim realizing that he will be framed because of his past record, breaks arrest, finds the robbers, and after a hard fight recaptures the loot. He is seriously wounded but staggers to the police station, returns the money and collapses. That is telling more than enough, we will leave the finish for you to find out.

Richard Dix, star of *Cimarron* and Jackie Cooper, seven-year old boy who scored fame in *Skippy*, are the stars of this picture. Fred Niblo has made this picture worth seeing, by the careful handling of a theme that might have become wishy-washy in less capable hands. The acting is natural and constrained and not over done. Jackie Cooper is one of the most appealing youngsters on the screen, and you will

(Please turn to page 22)

## RADIO—Now Showing



**WORLD-BELOVED  
STARS IN GREAT  
HUMAN DRAMA!**

**RICHARD**

with  
**JACKIE  
COOPER**

and  
Marion Shilling

Mighty drama of  
man's redemption  
through a  
child's almighty  
faith.

**DIX**  
**YOUNG  
DONOVAN'S  
KID**







## SCENES FROM COMING SHOWS

In the upper left we have Fay Wray and Ralph Graves looking down on something or other from a starry height. Perhaps it is Jack Holt, the poor fellow who lies out in this picture entitled *Drigible* that will soon be showing at the Fox. Next is the assassination scene from *Abraham Lincoln* coming to the Lyric. This picture is worth seeing for several reasons: Its excellent story, the excellent portrayal of Lincoln by Walter Huston, and its able direction. On the right, we have Walter Huston again, this time as the criminal lawyer and later warden of a state prison in *The Criminal Code*, a story of prison life that equals in drama and realism *The Big House* shown some time ago in Manila. Constance Cummings appears in this shot with Huston in the rôle of the warden's daughter. Coming to the Fox. In the second row on the left is a scene from another gangster picture featuring Richard Dix and Jackie Cooper in *Young Donnovan's Kid* to be shown at the Radio. No one is put on the spot in this talkie, there is no booze racket nor gangster's feud. It is the story of a man and his devotion to a wife, and if you like tuggings at your heart strings, you will not want to miss this picture. Gay comedy and wise cracks are

expected in a Marion Davies picture, and they are forthcoming in *It's A Wise Child* coming to the Ideal. It looks like Miss Davies would get whatever she was after even though she went to jail to get it. Marie Prevost is hopeful but not fully convinced. *Ben Hur* is being reshown at the Ideal. Ramon Navarro and Francis X. Bushman are about to end their beautiful friendship and go their separate ways. One to the galleys and the other to a position of rank in the Roman army. Edmund Lowe deserts his rôle of hard-boiled tough to play the glib philanderer with Jeanette MacDonald and Una Merkel in *Don't Bet On Women*. Roland Young also is a member of the cast, so you know you will enjoy the picture, that is, if you like him as well as we do. Clive Brook may be about to be poisoned by Billy Dove but he certainly is nonchalant about it. He is the detective in *Sweethearts and Wives*, and Miss Dove does a bit of sleuthing on her own also. Detectives are apt to be snooty and high hat especially when they have a reputation in London to uphold. A Lyric showing. At the left in the bottom row: Robert Montgomery has acquired a nice shiner from one of his *Shipmates*, and Ernest Torrence as the boss's mate is not very sympathetic, they so seldom are. This is Montgomery's first starring picture and his fans will see him in a rôle much different than his usual ones, but they will like it. To

# The LYRIC

offers you the utmost in motion pictures—as evidenced by the following list of superbs

**Talking Productions**  
to be exhibited soon

ABRAHAM LINCOLN

with

WALTER HUSTON

SWEETHEARTS AND WIVES

with

CLIVE BROOK  
BILLY DOVE

BE YOURSELF

SON OF THE GODS

THE BEST IN SOUND  
MOTION PICTURES

be seen at the Ideal. Ed Wynn looks as though he were a part of the group at the extreme right, but he isn't. You will laugh at him in *Following Through* at the Fox. That other group is from *Charley's Aunt* coming to the Fox. This time Charles Ruggles plays the leading part, and he does it well. This is an old time favorite.  
—B. H.

*Ben Hur* coming to the Ideal. If you have seen it before you may want to see it again. If you have not seen it, now is the chance. It is a great picture, extravagantly produced, capably acted and tells an interesting story. The directors have closely followed Lew Wallace's plot in this story of a Jewish boy, a Roman patrician in Jerusalem at the time of Christ.

*Shipmates*. Robert Montgomery deserts his usual polite drawing room settings for the deck of a battleship in his new picture that is coming to the Ideal. He returns in a performance that has a William Haines flavor and plays his first starring part in a first-class manner. The genuine navy was used in the filming of this picture and some excellent effects are the result.

Montgomery plays the rôle of Jonesy, a lad rather weak kneed but ambitious. He overcomes his handicap and wins an appointment to Annapolis. He meets the admiral's daughter and to make an impression, pretends to be a rich oil man. A lieutenant also knows the daughter and wants her. Jonesy has not taken the navy as seriously as he might, but to win the girl he is forced to make good. Ernest Torrence as the rough and tough old boss's mate steals the picture, and Robert Bosworth, as the admiral is excellent.

# Visit America's Oriental Out

MANILA—the capital city—also known as beckons you. Make your visit during the natural beauties are enhanced by the plain fête which is the main attraction that jaws

## Sixteen Days and Nights of Unrestrained Fun

**S**CINTILLATING with multicolored electric bulbs—giving it a fairy-like touch which converts it into a glorious place of beauty and romance, the Carnival Auditorium is the Mecca of all Carnival devotees.

## Folkloric Songs and Dances

See and hear how the Filipinos—long before the advent of the Spanish Conquistadores—made love, engaged in war and mourned in plaintive and melodious tunes.

The Manila Carnival is the only affair in the Philippines when the Cosmopolitan population—men and women of all races and nationalities—join hands to make it a veritable parenthesis in life's everyday grind. A real pause from all worries.

**Gorgeous Balls  
Gigantic Parades  
Picturesque Costumes  
Wonderful Shows  
Attractions Galore**



## 1932 Carnival, Commercial

# Philippine Carnival

WALLACE FIELD

# Post—The Philippines!

is the "Playground of the Far East"  
 is Carnival time when the country's  
 planor, gaiety and color of this annual  
 draws the crowd from all over the world.



The Commercial and Industrial Fair held yearly in connection with the Carnival is a most comprehensive exponent of the country's progress. It also constitutes a complete exposition of the vast possibilities offered by the undeveloped natural resources of the Philippines.

**Provincial Exhibits  
 Insular Booths  
 International Pavillions  
 Livestock Show  
 Food Preserve Exhibits**

**Commercial & Industrial Fair**

# Carnival Association

MANILA, P. I.

**HONORARY PRESIDENT**  
 His Excellency, the Governor General  
**HONORARY VICE-PRESIDENTS**  
 The President of the Senate  
 The Speaker, House of Representatives  
 The Vice-Governor General  
 The Admiral, Commanding the Asiatic Fleet  
 The Commanding General, Department of the Philippines  
 The Mayor of Manila  
 The President, Municipal Board

**MEMBERS, BOARD OF DIRECTORS**

Hon. Manuel L. Quezon, Chairman  
 Hon. V. Singson Encarnacion  
 Mr. Thos. J. Wolff  
 Hon. Felipe Buencamino, Jr.  
 Hon. Jorge B. Vargas  
 Col. Clifford Jones, U. S. A.  
 Hon. Pio V. Corpus  
 Judge M. V. del Rosario  
 Hon. Melecio Arranz  
 Dr. Albino Z. Sycip  
 Mr. Juan Posadas, Jr.  
 Mr. Leopoldo R. Aguinaldo  
 Mr. Isaac Barza  
 Mr. H. M. Cavender  
 Hon. Antonio C. Torres  
 Dr. Pedro Gil  
 Mr. K. Andoh  
 Mr. Gregorio Perfecto  
 Gen. J. A. Hull  
 Judge Serafin Hilado

**MEMBERS, EXECUTIVE COMMITTEE**

Mr. Thos. J. Wolff, Chairman  
 Mr. Felipe Buencamino, Jr.  
 Col. Clifford Jones, U. S. A.  
 Hon. Jorge B. Vargas  
 Hon. Pio V. Corpus  
**EXECUTIVE STAFF**  
 Mr. Arsenio N. Luz, Director-General  
 Mr. Serafin Marabut, Secretary-Treasurer  
 Mr. Ramon R. Zamora, Advertising Manager

## Fray Aniceto's. . .

(Continued from page 11)

and eaten of the crocodile, so foolish did they think him. But at last even many of the younger couples yielded, terrified by the curse of excommunication, and the minority stood to be read out of the church and deprived of paradise.

It was here that fate intervened. Fray Aniceto, his parish clerk letting him go blindly on, announced that Rosa Gatdula would marry Timoteo Agtual. Rosa was the village belle, a rose indeed in youth and beauty; she was the daughter of a rich farmer, and might have had her choice of the most presentable swains in the parish—they had all volunteered to her father to serve their time for her. But Rosa had been willful and had kept her heart free for a suitor from far away whom she dreamed would one day come to woo her. Rosa had heard romantic stories such as Santa Teresa was given to writing when she was an unsightly girl of Rosa's age. Men and women in the congregation could not keep back their smiles when Fray Aniceto frowningly announced whom Rosa was to wed, for Timoteo was an ugly harelip, a *buñig*, the village called him.

Rosa was terrified but defiant. She kept hoping, too, for the handsome stranger to come and rescue her. And lo, he did. He was a sturdy young merchant with a fair skin and a cunning dark mustache. He came trudging into town with his packs, saw Rosa and made love to her, she waited for no parental consent, but plighted a tryst, met her lover at the edge of town by night, and ran away with him. What an awakening Santa Teresa and Fray Aniceto and poor Timoteo had next morning! But it was Timoteo who proved that he, the most despised and degraded person in the community, the butt of everyone's jests, the target of children wherever they clapped eyes on him, could rise heroically above this worst discomfiture of all. Timoteo did not think of himself, but of Rosa. It was beyond questioning that any stranger was a villain, all strangers are villains in communities such as Santa Teresa; you do not know if they are even Christians—they may be Protestants! Where had this stranger taken Rosa? Not by the road, for they would have been observed and overtaken. Nor by the sea, for his boat was left high and dry on the beach and no boats of the fishermen were missing.

Timoteo deduced, rightly, that the mad stranger had dared to take Rosa into the mountains. It was certain that the two would meet death there, at the hostile hands of the Igorots. No Santa Teresans ever traversed the mountains, where the pagans' spears, or their poisoned arrows, or their deadly blow guns, brought death. But now

Timoteo dared the mountains. If humanly possible he would find Rosa and save her; whether she would then care to be his wife was not in his mind. Sometimes you think such sacrificial heroism isn't discoverable in the untutored masses, but incidents arise to confound you. Strapping his *pasiking*, his gsuback, to his shoulders, Timoteo, with sharpened blade, set out. He dragged himself up the ridge of the mountains by means of roots and creepers, there was no trail. At the summit he rested for the night. No campfire was visible, no habitation of any sort.

Next morning he plunged into the valley and followed the course of a mountain torrent. Orchids made the air drowsy with perfume, butterflies with 8-inch wings fluttered around him; a deer drank at a pool in the stream, his dappled hide camouflaged in the sunlight through the overhanging foliage.

At dawn of the second day he reached a settlement of pagans in the midst of a small clearing—a handful of flimsy huts. He prostrated himself Malay-fashion, signifying his peaceful errand, and used signs to make his inquiries for Rosa. Gifts he had with him, a mirror, a tiny bell and some gala Ilokano cloth, intrigued the mountaineers and bade them befriend him. He made headquarters with them, and promised them all his wealth, mainly the trinkets he had brought along, if they found Rosa alive for him. They began scouting the whole divide, at last, after five anxious days, reporting back that Rosa and the stranger were in a wickiup on the slope of the divide looking toward Santa Teresa; and Timoteo the *buñig* gave them the treasures in his *pasiking* and set out toward Rosa's and the stranger's camp with guides to make his course more sure.

He came upon the place at last, but the stranger had fled from it. Rosa's low moans, as if she were wounded or deathly ill, came to him; and he ran and broke into the shelter and called her name, saying to her, "It is I, Rosa; I, old ugly Timoteo the *buñig*—I who have come for you, beautiful one!" Rosa was suffering with smallpox, which had made the guilty stranger abandon her. But Timoteo the *buñig* feared not at all; he knew something about smallpox and he nursed her diligently back to life.

Santa Teresa, though a *limpieza*, contemned distinction upon any such accidental and doubtful ground and counted only the worth she beheld in people; and when she was elderly, and therefore more saintly, she denounced ecstasies and mysticism and held very sensibly that it was idle to quarrel over "what kind of earth would make the best bricks." She looked deep beneath the surface, for character—she would have liked Timoteo and made him a trusted gardener at one of her Carmelite communities. She once redeemed a cleric from the amours into which he had fallen. He was her confessor, and

he turned the tables and one day confessed to her. "I saw at once," she says generously, "that the unfortunate man was not as guilty as he thought." The woman who had tempted him had hung around his neck a copper charm—our Philippine anti-aging correspondents to it—in the shape of an idol. Teresa took it and tossed it into the river—"the priest awoke as if from a dream and became again a man of rigid virtue." Was it Teresa too that brought the plague of smallpox and threw away the statue of Rosa's beauty, the charm that stood in the way of her becoming the virtuous spouse of Timoteo?

Perhaps it was.

At any rate, Rosa's beauty was no more; Timoteo was more than glad to forgive her adventure with the faithless stranger, and she was grateful for his slavish devotion; Fray Aniceto had them at the altar very soon, and the schism was ended with their marriage: the other obdurate young folks stood out no longer, for theirs was the victory—Fray Aniceto lifted the interdict and permitted them to mate as they chose so long as they came to the church for the ceremony.

You must know that the devil is always trying to destroy us, and the angels always trying to save us, in the simple faith the friars brought to the Philippines. And that the faith worked very well, for the devil and the cohorts of hell were readily recognized as none other than the evil ghosts among one's ancestors, and the angels were of course the benevolent ghosts. Timoteo thought nothing wrong, beginning his search for Rosa, in supplicating the saints and the good spirits, and defying Satan and working charms to ward off the evil ghosts. Just as today, in the rice fields of Santa Teresa, whirs are set on stakes with a cross at the top, to keep up a tattoo when the wind blows and scare away the evil ghosts who might otherwise visit drouth or locusts or any other dire calamity on the fields. As for the crosses, they put the saints on guard; among them, dear, indulgent Santa Teresa.

You know, of course, about Teresa's death! She was buried in the Carmelite convent at Alba, "behind walls of stone and iron," but devotion would not let her lie in peace. Two monks worked four nights to exume her body, and members of it were taken away as holy relics. A nun sheared off her hair. "Cities, greedy for the pilgrim trade, quarreled over the rest of her body." But finally something was left, and it was reverently reinterred at Alba. Her blessing is upon the Ilokano town that bears her name, her image adorns the parish altar, and the day of her canonization as a saint is the day of the parish fiesta. When the people see her image, they know it admonishes them to unpretentious virtue. Such as Timoteo the *buñig* had, and his wife Rosa—after the smallpox stole her beauty.

## IN ALL HIS GLORY



Sultan Jamalul Kiram II of Sulu hails from the horizon when the blustering southwest monsoons sweep upon Manila, and to this city he is like the breeze; southwestern tycoons of the cattle ranches that Texas and Oklahoma were wont in times gone by to send down to Washington. When he signed the Arabic script of his oath of office and allegiance to the United States at the senate August 4, he brought with him the atmosphere of the great open spaces of the pirate seas in the days of Kiram I. His costume might have been the trope from a rich Indian overhauled in the straits of Malacca before Redburn fled Singapore and shut the pirates out. His business suit, finely tailored, was a fashionable striped gray. It was caked out with spats. His blue fez was set off with brilliant yellow. His shirt was of violet silk; his cravat, a darker hue of the same color, was studded with pearls. His ivory cane, gleaming white, had a head of gold studded with pearls and rubies, and other jewels adorned his pudgy hands. Speaking no language known to the senate, a secretary was with him to interpret his remarks into English, for someone else to put into Spanish. In this capacity this secretary sat beside him. The embossed belt-box was in evidence, and His Sultanic Majesty ruminated quids of lime-and-betel as the session proceeded. Frantically, some thoughtful person hustled in a cuspidor and relieved an otherwise embarrassing situation.

Sultan-Senator Kiram was conducted to his office. "Where are the servants?" he asked. Explanation: The government will pay one secretary, and furnish stenographers upon call; other servants must be paid by Sultan-Senator Kiram. He espied the telephone. "What is that?" He was told, and taught how to dial calls. The electric fan was turned on, and Sultan-Senator Kiram acknowledged its supremacy over punkas. He was then living with a small retinue at the Hotel Palma de Mallorca, but he wanted to lease a palace and stock it in the way to which he is accustomed; but he indignantly rebuked reporters' previous impressions that he has more than one wife. He has one wife, and . . . perennial guests. The Kirams have no children.

Here is a colorful character indeed. Sultan Kiram will be worth his salary as a senator, even if he does no more than his predecessor, Hadji Butu, for he will be worth it as a royal curiosity—visitors will reach the orient and cross the China sea to knock at his door and get a

glimpse of him. When he drives abroad all the city will stare in envious wonderment. Choosing him a senator was a good stroke.

## OVERSEAS UNITED STATES

## I. POSSESSIONS:

1. Organized Territories on the theoretical route to statehood: Alaska, Hawaii.
2. Unorganized territory with much autonomy, but with no statehood theories involved: The Philippines.
3. Unorganized territory administered by naval governors: Samoa, Guam.
4. Unorganized territory watched by Navy Department: Midway Islands.
5. Unorganized territory unwatched by any department: Wake Island.

## II. GUANO ISLANDS:

Once possessed, but no longer occupied: Christmas, Jarvis, Howland, Baker.

## III. TERRITORIAL POTENTIAL CLAIMS:

## 1. Arctic:

- a) Undiscovered island is north of Alaska.
- b) Wrangell Island.

## 2. Antarctic:

- a) Wilkes Land.
- b) Marie Byrd Land.

## IV. TREATY RIGHTS:

Naval base, not built: Gulf of Fonseca in Nicaragua.

Naval base, lapsed: Tonga Islands.

Cable landing and radio station, not existent: Yap.

Military and naval access and extraterritoriality, dwindling: China.

No modernized military or naval fortifications permitted by 1922 naval-limitation treaty except in Gulf of Fonseca, on Alaska mainland and in Hawaii.—Saturday Evening Post.

## HOMEWARD BOUND!

Though man may progress toward peace, he still quickly hardens himself to war. Thus it was that the U. S. S. *Kipstick*, carrying 340 officers and men of the U. S. 8th Infantry, home from Manila, 25 officers, ladies, and 302 of the first American dead in the Philippine campaign, lay at anchor in spite of her somber cargo. The living still had their lives before them. At Singapore a liberal staff of officers was allowed to host out the trip to New York, and dinners and dances, with two bands playing each other, made the evening lively. In the night at sea the fortities concluded with the in-charge band which, described in the ever-vigilant *New York Times* of September 14, 1909, inspired the following verses in the *Chicago Chronicle* from the pen of A. C. Wolf, of the paper's staff.—E.D.

She dipped her flag to the farewell gun

In the shade of the mango trees,

And turned her prow to the setting sun

On the swell of the eastern seas,

And faced aloft as the westward drove

In the light of the afterglow—

Three hundred stalking the deck above

And three hundred dead below.

"Now let's be merry," the captain said,

"We laugh at the skipper's curse."

"The living must live, though the dead be dead,

"So here's to the floating hearse!"

"And here's to the dying that huddle in crowds

"And there the pestilent breeze blows!"

"And here's to ghosts that grin in the shrouds.

"And here's to the boys below!"

"Of course we are sorry for those beneath,

"No mourners a'der than we:

"But what right has the tyrant Death

"To stifle the shouts of glee?"

"Then bring forth beer and the Pommerie age

"And the tippie of ancient Crow,

"And then the toll-fallows awake on deck

"And the fellows asleep below!"

They hear the brazen band rejoice

As the veterans homeward come—

And piccolo's pipe and cornet's voice

And the brass band led by drum-

They sing the trencher, torcher, love,

And plunder and raid and woe.

And a wild shriek comes from the spars above,

And a wail from the hold below

"Now form quadrille!" is the merry call;

They sway as the prompter bids,

"Now swing your partners—balance all!"

Just over the coffin lids.

Then they listen beneath their feet

And whisper "A masquer's show!"

And groans from above the dancers greet

And laugh from the dead below!

## A DISCOVERY

Ricardo T. Villanueva has discovered a mineral spring on his homestead, 25 minutes' drive from O Subic, Zambales, near the naval station of Olongapo. He lets the people visiting the spring use the water without charge, and carry away with them as much of it as they want; they report that it corrects disorders of the stomach, and the science bureau has verified the fact that the water contains sodium, iron, and magnesium salts. This discovery may prove to be of as much importance to the Philippines as the discovery of silver springs, if it should be provided, as at Sibul, and perhaps an infirmary and sanitarium installed. Automobiles are reported to have gone from Manila to Olongapo over the new road across the mountains from Dinalupihan, Bataan. If this road has been completed, outings to Olongapo, Subic bay and the Zambales coast may be taken with much pleasure; by automobile, Olongapo is not more than three hours from Manila, and the beach of Subic bay could hardly be surpassed as a natural bathing place.

When the Philippines are discussed among Americans at home, perhaps even in Congress, and when overseas trade is discussed, it is held that the visiting sea trade isn't worth the pony it costs, that it is only a small portion, 5% to 10%, of the country's total trade, and that the domestic trade is so big that the attention to let what little overseas trade the country has, go.

It is true that the most advantageous trade is the domestic trade of consumption, as Adam Smith and everyone after him have agreed. But here are a few items in America's overseas trade that run a little higher than 5% to 10%. They are from Oliver McKee's article, "The Tariff in the Outlook and Independent of June 24:

Items	% Sold Abroad
Locomotives.....	21.6
Automobiles.....	10.0
Motors.....	54.3
Sardines.....	51.1
Cigarettes.....	11.4
Rosin.....	55.7
Typewriters.....	45.4
Gasoline.....	13.8
Sewing Machines.....	23.2
Typewriters.....	40.2
Agricultural Machinery.....	23.3

## NOTES AND CORRESPONDENCE

G. A. Fitcher of 1495 Shattuck Avenue, Berkeley, California, wants connections in the Philippines for *dularo* (?) wood, "mostly used in the Philippines as razor strops."

Fr. Victor Gonzales, P. O. Box 158, Manila, has published an illustrated booklet on Augustinian convent and church (St. Paul's) in Manila, copies P1 each. The booklet is 5" by 7", with 35 two-page engravings in black and white showing the principal features of the church and the monastery, of which the text in English and Spanish gives the history. This English and the portion of the monastery immediately adjacent were completed as they now stand in 1614, but one of the twin bell towers, split vertically by earthquake, has been removed. Father Gonzales has done the city a good turn in producing a booklet on the oldest mission in Manila. The book is for sale in the porter's sledge of the mission.

The board of surveys and maps recently created by executive order asks P5,000 to make a statistical survey of the Philippines and coordinate information of this nature accessible in government offices.

## Cane Sugar. . .

(Continued from page 6)

and he apparently has far more interest in milling than in farming.

The result is that since 1895 the Philippines have scarcely more than doubled their output of sugar. The 800,000 tons they sell America each year, though it buys American manufactures enough, is merely that much less sugar bought from Cuba. American sugar prices are still determined by the Cuban production and the American tariff, and the Philippine planter can raise sugar only because he does not pay the tariff. If he had to pay the tariff this year, his sugar would bring him about \$1 a picul of 139.44 lbs.

The centrals, getting about half the sugar, on their milling contracts with the planters, are in the better statistical position. But to pay the tariff, with the present average production of sugar per hectare, would do them up, too. It would wipe out, in other words, a capital of some \$200,000,000 and contribute tangibly to the pauperization of the Philippines. In the figures just mentioned the value of the plantations is not included; without the sugar they would, of course, be a questionable asset. Mortgages would take thousands of them, perhaps, without in the least enriching the creditors. It is needless definitely to point out the fact that the Philippine sugar plantation is the least vigorous element in the industry; it is there that production fails, because the mills are comparably as efficient as the best, and ocean freights are comparably as favorable as Java may enjoy, not even much above what Hawaii pays. But Java grows on one hectare what the Philippines grow on three; and Hawaii grows on one hectare what the Philippines grow on 2½.

Time can be the one remedy of such a situation. The Philippine planter, though ostensibly he has always been a farmer, is not that thrifty, scientific cane-grower his country requires for the sugar industry to survive. Yet sugar is very important in the economies of the Philippines; even during the past year it has been bringing the islands \$4¼ millions every month.

## The Manila Hemp. . .

(Continued from page 7)

bought by American concerns and manufactured in the United States.

While this developed a direct American trade in Manila hemp quickly enough, it gave rise to abuses. A Philippine customs inspector sent to Europe found hemp there that had enjoyed the draw-back and should have been manufactured in the United States instead of being sold and exported. When the tariff for the Philippines was enacted, export duties were prohibited. There have been lamentations at the Univer-

sity of the Philippines over steps taken to break the British monopoly of Manila hemp and give the Philippines a better market while benefiting American cordage interests and consumers, but the record is really not dishonorable; everything the Philippines produced at that time, left Filipinos' hands in the rawest possible state; whereas now the tendency is to manufacture locally.

There are five cordage mills in Manila. A Filipino, Valenzuela, for whom *calle Valenzuela* in Santa Mesa is named, had established a ropewalk in that district prior to the revolutionary period and did a thriving business in making cordage for ships. This ropewalk, skirting *calle Cordeleria*, to which it gives name, on the river side, is now a property of the Johnson-Pickett Rope Company; which has another, of lesser linear capacity, in its fine new works across the river in Pandacan. Valenzuela was a victim of the revolution against Spain; the *Guardia Civil*, suspecting him of disloyalty, drumheaded him to face a firing squad. The incident is memorialized in a painting in President Rafael Palma's office at the University of the Philippines. As usual, the thrifty middle-class bore the brunt of the disorders in the Philippines at the end of the century that led to the change of sovereignty. Valenzuela's career deserves a place in a textbook.

Manila hemp was not grown commercially outside the Philippines until the Dutch stole plantings and got fields of it growing in Sumatra—on plantations still prohibited, it is said, to foreign visitors. This hemp is now on the market and sells on a par with the Philippine product. An excellent review of Manila hemp appears in this journal every month, the work of L. L. Spellman, a leading authority. Reference to that review will reveal how much hemp Japan now buys, much of it from Japanese hemp-growers in the rich Davaogulf region—the only immigrant farmers in the Philippines.

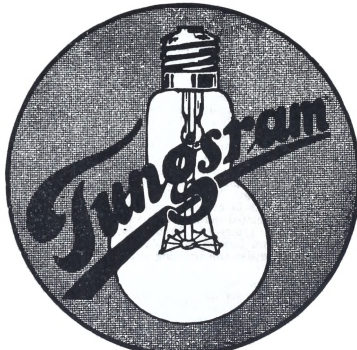
## Rubber . . .

(Continued from page 8)

own rubber company because of what he considered unfair treatment at Firestone's hands. The feud is a lengthy story but I need not dwell on it here, since it can vitally affect the industry only if General reaches the huge proportions of the Big Four companies. That will probably never happen, for Mr. O'Neil is too wary to be caught in the over-expansion net.

The story of Firestone's connections with the various organizations of rubber manufacturers throws a lot of light on the present situation. The first attempt at getting together was the Rubber Club. It soon became the Rubber Association of America, from which Firestone, chafing under any restraint, resigned. A few years later he joined the Rubber Institute of America, rubber's contribution to the Czar craze among the more farcical industries of the nation. General Lincoln C. Andrews, of Prohibition enforcement notoriety, was named head of the Institute, to exercise the same sovereign sway in the tire realm that Will Hays had in the movies and Judge Kenesaw Mountain Landis in baseball. A higher code of ethics was the goal to which this sploos organization aspired.

Unfortunately, Harvey wouldn't stand hitched. In September, 1928, he leaped



THE  
RELIABLE LAMP

ELMAC, INC.

P. O. Box 625 — MANILA — 627 Rizal Ave.

the fence by announcing a price reduction in his second-line tires. M. W. Conant, a leading writer in the rubber field, who was formerly on the inside as a composer of lyrical publicity, is authority for the story that each of Firestone's competitors with one hand wrote wires to his branches meeting the price cuts and with the other dashed off hot messages of protest to Czar Andrews. The next day prices were returned to their former levels but considerable damage had been done. One of the big companies is reported to have lost \$300,000 during the one day of turmoil. The Akron newspapers missed the story. It has never been printed before.

Czar Lincoln went into exile at the end of a year and the Institute expired, leaving as its contribution to rubber history a record of a \$750,000 expenditure in advertising a new Standard Warranty on tires which lifted that vague assurance from a 90-day guarantee against defective material and workmanship to a guarantee during the lifetime of the casing. Since the passing of the Institute the old Rubber Association, now renamed the Rubber Manufacturers Association, has had the field to itself, but with Firestone still off the reservation.

(To be continued)

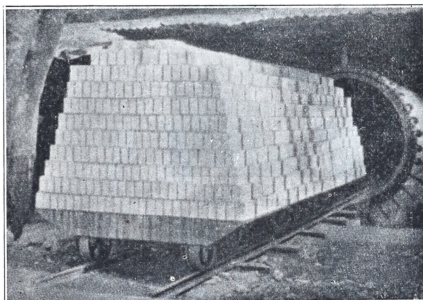
*For Boiler Settings . . . . .  
and any other kind of Construction*

Use **"KEYSTONE" BRICKS**

. . . Uniform standard size, quality of natural stone.

*A carload of Keystone Brick just out of the hardening cylinder.*

*Note the uniform size and the sharp edges.*



Manufactured in newly erected modern plant in Manila

**MANILA HUME PIPE  
& TILE WORKS**

1003 Calle Cordelera, Sta. Mesa  
Cable Address: "HUMEPIPE"

Tel. 6-71-10  
P. O. Box 2045

**Here's how to  
get *Manilas!***

Genuine  
Manila  
Long Filler  
Cigars in  
cellophane  
are obtain-  
able in your  
city or  
nearby!



List of  
Distrib-  
utors fur-  
nished  
upon re-  
quest to—

**C. A. BOND**

Philippine Tobacco  
Agent:

15 Williams Street, New York City  
Collector of Internal Revenue  
Manila, P. I.

**MANILAS**

made under sanitary conditions  
will satisfy your taste!

(Health Bulletin No. 28) Rules and  
Regulations for the Sanitary Control  
of the Factories of Tobacco Products.

"Section 15. *Insanitary Acts.*—No person engaged in the handling, preparation, processing, manufacture, or packing of tobacco product or supervising such employment, shall perform, cause, permit, or suffer to be permitted any insanitary act during such employment, nor shall any such person touch or contaminate any tobacco products with filthy hands or permit the same to be brought into contact with the tongue or lips, or use saliva, impure water, or other unwholesome substances as a moistening agent."

## Comment on the Current Talkies

(Continued from page 14)

want to see *Young Donovan's Kid* for the sheer joy of watching him, if for no other reason. Coming to the Radio.

*It's A Wise Child*. No doubt, who knows its own parent, but it took some wise producers to get this picture past Will Hays and the boards of censors.

Not that it is bad or wicked, it is as racy a farce as you will see in many a day, and once again Marion Davies proves herself an able comedienne. The original play from which it is taken has been altered somewhat, but most of its funny risqué lines have been retained. A goodly part of the male population of a small town is suspected when the rumor gets out that *Joyce Stanton* is to become a mother. Of course

she is not, but the local sewing circle thought so when she so boldly championed a servant girl who is. Complications naturally arise and the picture sparkles along until the tangle is unravelled to the satisfaction of all. Coming to the *Ideal*.

*The Gang Buster*. Jack Oakie in a highly amusing parody on gangster films. Mr. Oakie is the sap insurance salesman from Arkansas who comes to the big

city, falls in love with the daughter of a prospect, and when the girl is kidnapped by the underworld enemies of her father, Oakie attempts her rescue. Brassy and dumb, he blunders into all kinds of adventures and escapes only because he is too stupid to know the danger he is in and the risk he is running. The picture contains plenty of shooting, a dash of adventure and some of the best gags we have heard in a long time. William Boyd, the tough gangster who has half the city afraid of him, is great.

Wynne Gibson as the gangster's moll and Joan Arthur as the lawyer's daughter do very well. For two hours of real entertainment and fun, this picture is highly recommended. Coming to the *Fox*.

*The Criminal Code* will bear comparison with that splendid picture of prison life, *The Big House*, and lose nothing. *The Big House* showed why prisoners riot; *The Criminal Code* tells why prisoners refuse to talk and what happens to them for it.

Walter Huston, star of Abraham Lincoln, is the hard-boiled district attorney who sends a youngster to prison for a justifiable murder. Six years later the lawyer has become the warden, and he meets the boy again during the investigation of a murder that has been committed in the prison. Holmes knows who is guilty and refuses to tell and in consequence is consigned to the dungeon where he suffers tortures of mind and body at the hands of his guard. There is a love interest too, in the romance between Phillips Holmes and Constance Cummings, daughter of the warden. Strange as it may seem, this romance seems natural and not dragged in by the ears, as is the case so often in pictures of this kind. Walter Huston, one of the most capable actors on the screen, is forceful and convincing, and always true to the part he is playing. Coming to the *Fox*.

## "GO EMPRESS" FROM THE ORIENT

● Want the thrill of speed and size? Leading the great white *Empress* fleet is the new *Empress of Japan*, 26,000 gross tons, 39,000 tons displacement, 23 knots speed... largest, fastest on Pacific.

ACROSS THE PACIFIC IN

# 8

## DAYS

● Want every 1931 luxury?... with "talked-of" cuisine, "of-the-Orient" service? Take First Class.

● Want lower cost? Go in the new ultra-fine "Empress" Tourist Cabin. Also Third Cabin.

## ON YOUR TRIP TO EUROPE

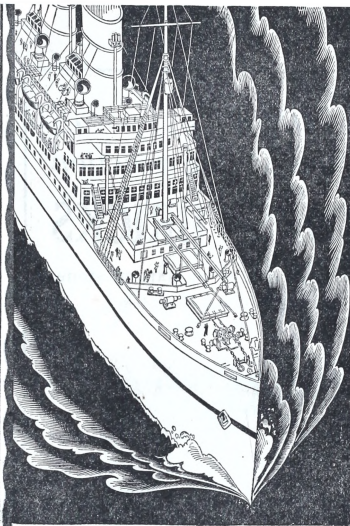
GO ST. LAWRENCE SEAWAY

● Shortest, most direct route... via 1000-mile St. Lawrence Seaway. 2 days of gorgeous coast-lines, only 3 to 4 days open ocean. 3 to 5 sailings weekly from Montreal and Québec by 13 huge liners. Every type accommodation. Direct to 9 British and Continental ports. Low 1931 rates.

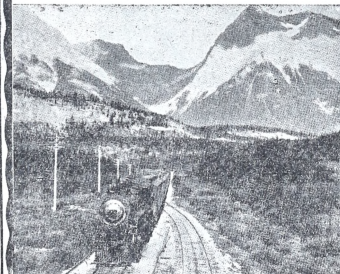
## Empress of Britain

5 DAYS TO EUROPE

Apartments with bath... tennis, swimming, squash... all the luxuries of smart life ashore. Whole Sports Deck, whole Lounge Deck... a port-to-port party at the height of the season.



The Quickest Route. Orient-America-Europe



# CANADIAN-PACIFIC

WORLD'S GREATEST TRAVEL SYSTEM.



### AN UNCOMFORTABLE GIFT AND AN UNEASY VIRTUE

#### CHAPTER FIVE

##### *A Red-Hot Idea*

Eight or nine generations ago the quest for security took a new and interesting turn. A great section of London went up in flames and a red-hot new idea was found among the embers.

A great conflagration well illustrates human insecurity. The destruction is vast, terrifying. Usually the masses of flame are driven by a high wind. With a rear, they hurt themselves upon whatever lies in their path. Buildings sometimes flash suddenly into flame in advance of the actual front of the conflagration because of the blasts of super-heated air. A pall of choking smoke gathers over all and through it fly sparks and brands and fragments of charred paper. The streets are filled with terrified people striving frantically to save their belongings. Fire engines are thundering, gongs are clanging, walls are crashing and havoc lays waste. The individual feels pitifully helpless amid this elemental ruin.

Then when the conflagration has been checked at certain points and has burned itself out at others, there comes the day of reckoning when men count their losses. Every building, every stock of goods, the contents of every home once represented value. Last week these were a part of the wealth of the world, now they have become useless debris, and the world is that much poorer. But these things all had been the property of individual owners; frequently they had represented the results of the savings of a lifetime and had served as the dependence for future years. They had been thought of as stored security; now, in a few hours, they have become insecurity and toil must begin anew.

This is what the London fire of 1666 meant to the unhappy citizens. Evelyn's famous "Diary" gives a vivid picture; he says: "I saw many without a rag or any utensil who from delicateness, riches and easy accommodations in stately and well-furnished houses were now reduced to extremest misery and poverty." He tells of "200,000 people of all ranks and degrees lying along by what they could save from the fire, deploring their loss."

We have conflagrations, today, in our tinder-box cities and doubtless shall have others in the future, although fire prevention engineers are striving earnestly to bring about safer conditions and highly trained fire departments are checking thousands of blazes in their earliest stages. Still we have and shall have conflagrations and if there be no longer being hopeless misery to their victims as in Evelyn's day it is due to that same red-hot idea that was founded among the embers. That idea was Fire Insurance.

#### CHAPTER SIX

##### *The Birth of Fire Insurance*

Fire insurance seems to us a matter of course, but it was not so in 1666—here was no such thing. However, at this time there appeared a great inventor—Nicholas Barbon; truly a great inventor—worthy to rank with some of those of our own day, a man who dared to think along original lines. He did not see a way to prevent fire destruction but felt it to be unreasonable that it should involve personal ruin as well. This, you will note, was original, almost irrelevant thinking for fire was clearly "an act of God" and it was not well that man should try to escape its consequences. Thus ran the minds of many in that age.

(Please turn to page 29)

## THE MANILA HOTEL

LEADING HOTEL IN THE ORIENT

Designed and constructed to secure coolness, sanitation  
and comfort under tropic climatic conditions

Provides every Western convenience combined with every Oriental luxury

Finest Dance Orchestra in the Far East

Management - - ANTRIM, ANDERSON, Inc.



**WATSONAL**

## INSECTOL

Sold by drug stores everywhere

To keep dogs free of fleas and ticks,  
dust them thoroughly with this  
remarkable insect powder—Watsonal  
Insectol—once a week.



## BOTICA BOIE

## A Monthly Pension

is guaranteed your family until the youngest child is educated, then the *Face Value of the Contract* is paid your wife without any deduction. This new contract does the work of several insurance policies—but with the premium of one policy.

It is the new Family Income Contract, exclusively with the **INSULAR LIFE**.

### C. S. SALMON

General Agent

P. O. Box 734, Manila

V. SINGSON ENCARNACION

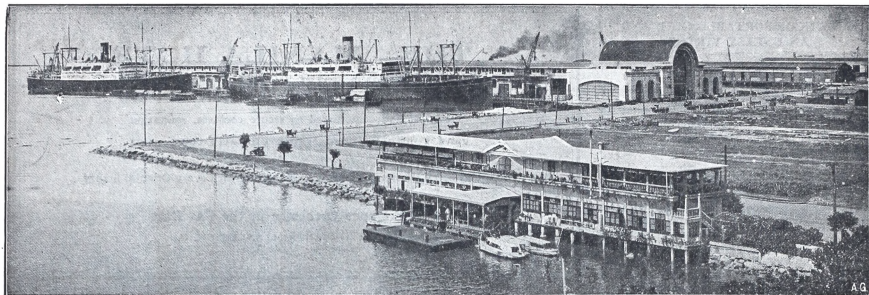
President

J. McMICKING

Manager

## Insular Life Assurance Company, Limited

(This Company makes Loans on improved Manila Real Estate)



### SHIPPING REVIEW

By H. M. CAVENDER

General Agent, The Robert Dollar Company



July was a very dull month in Philippine Shipping Circles, several large operators characterizing it as one of the worst months of their experience.

There were no important rate changes except in sugar. The sugar rate to the Atlantic Coast has been set at \$6.75 per ton for a period of twelve months beginning November 1st.

This is slightly higher than last year's rate, but lower than the rate of previous years. Much of the friction that comes of having a high peak season rate with subsequent rate adjustments as the season progresses will be eliminated by the fixed rate for the year.

Cargo movement to Europe is very slow. Hemp has fallen off to an even greater extent than last month. Likewise copra cake has moved in very small quantities.

The Japan service, which has been the only service to hold up, is now sharing the general depression in common with all other services.

Hemp has slipped badly and there is virtually no movement of lumber.

With the sugar season over the Atlantic service is experiencing very light cargo movement. Hemp and copra are moving in very small quantities. Tobacco, which has held up fairly well until recently, has fallen off to some extent with the exception of the single item of cigars, which are moving in fair volume as they always do at this season in preparation for Christmas distribution. Some coconut oil has moved during the month in fulfillment of old engagements. There are a number of old contracts yet to move, but there does not seem to be any new business in evidence.

The Kokusai Kisen Kaisha has added two 468 foot motor vessels to their fleet. These vessels, the *Kirishima Maru* and the *Kitsurugi Maru* are sister ships, each equipped with 6,000 horsepower motors and capable of 15 knots sea speed. It is understood they will be placed on the New York-Japan-Philippine route via Panama Canal.

Conditions on the Pacific Coast berth are most unsatisfactory. While there has been a small movement of general cargo, one of the largest shippers of refined sugar is through for the season. Lumber, copra and hemp have moved very slowly. Deciduated coconut is being shipped in fair volume. However, stocks are reported to be quite heavy in the United

"This stuff is 30 years old!"

"Those were the days, aren't they?"



Judge Jr. wandered into the club one night and found two cronies reminiscing on the past—and the joys of good liquor.

## WHYTE & MACKAY

Scotch Whisky



Sold Everywhere

Smith, Bell & Co., Ltd.  
IMPORTERS

## THE YOKOHAMA SPECIE BANK

LTD.

(ESTABLISHED 1880)

HEAD OFFICE: YOKOHAMA, JAPAN

Yen

Capital (Paid Up) - - - - 100,000,000.00

Reserve Fund - - - - 115,000,000.00

Undivided Profits - - - - 6,436,138.84

MANILA BRANCH

34 PLAZA CERVANTES, MANILA

S. DAZAI

Manager

PHONE 2-37-59—MANAGER

PHONE 2-37-55—Accountant, Remittance

PHONE 2-37-58—Export, Import, Current Account, Cashier

States and there is the prospect that one manufacturer at least will shut down again shortly.

From statistics compiled by the Associated Steamship Lines, there were exported during the month of June, 1931, from the Philippines to—

	Tons	Misc. Savings	Tons	American Savings
China and Japan.....	16,748	with 51 of which	5,592	carried in American bottoms 11
Pacific Coast Local Delivery.....	13,069	with 16 of which	8,672	carried in American bottoms 9
Pacific Coast Overland.....	435	with 10 of which	244	carried in American bottoms 5
Pacific Coast Inter-Coastal.....	1,123	with 10 of which	1,082	carried in American bottoms 7
Atlantic Coast.....	80,776	with 21 of which	20,879	carried in American bottoms 8
European Ports.....	19,375	with 21 of which	49	carried in American bottoms 2
Australian Ports.....	316	with 4 of which	—	carried in American bottoms None
<b>TOTAL.....</b>	<b>131,842</b>	<b>with 82 of which</b>	<b>36,498</b>	<b>carried in American bottoms 16</b>

Passenger traffic is fairly active. Of outstanding interest is the summer tourist movement from the United States, both the Canadian Pacific and Dollar Steamship Lines having brought a number of tour parties during the period under review. This is the first year that American tourists have been interested to any great extent in summer tours to the Orient, and it undoubtedly indicates an increasing interest on the part of tourists in Japan, China and the Philippines. This may be considered a result of the excellent efforts of the Philippine Tourist Association, Japan Tourist Associations and the steamship companies to interest travellers formerly going to Europe in the Oriental trip.

Steerage traffic is at a very low ebb, few independent Filipinos departing for the United States. With the end of the summer close at hand the small movement which now exists will taper off rapidly until the beginning of next


year. The following figures show the number of passengers departing from the Philippine Islands during the month of July, 1931, (first figure represents first class, second figure second class.

	Tons	Misc. Savings	Tons	American Savings
China and Japan.....	140	119	295	
Honolulu.....	27	4	781	
Pacific Coast.....	125	26	236	
Singapore and Straits Settlements.....	16	—	—	
Mediterranean Ports.....	27	—	—	
Europe via America.....	1	3	—	

(Complete figures covering Mediterranean Ports not available at time of going to press.)

The steamship *President Hoover*, newest addition to the ever increasing fleet of the Dollar Steamship Lines, was most enthusiastically received on entering New York harbor after successful completion of her trial runs. Great crowds thronged the ship when she was thrown open for exhibition. The *President Hoover* is the largest commercial ship ever built in an American shipyard, and the largest electrically driven ship in existence. She is due in Manila at the end of September.

Mr. W. K. Garrett, Iloilo Agent of The Robert Dollar Co., returned on the s. s. *President Grant*, July 30th, from five months home leave.



**OXYGEN**  
Compressed  
Oxygen  
99.5% pure

**HYDROGEN**  
Compressed  
Hydrogen  
99.8% pure

**ACETYLENE**  
Dissolved  
Acetylene for  
all purposes

**WELDING**  
Fully Equipped  
Oxy-Acetylene  
Welding  
Shops.

**BATTERIES**  
Frest-O Lite  
Electric Storage  
Batteries

**Philippine Acetylene Co.**  
281 CALLE CRISTOBAL, PACO  
MANILA, P. I.

## THE PRESIDENT LINER FLEET

**FINEST · · · · · NEWEST · · · · · LARGEST**

### AMERICAN MAIL LINE 19 DAYS TO SEATTLE

**Fastest Time  
from  
Manila via China,  
Japan and Victoria**

<i>Pres. Madison</i> - Aug. 20
<i>Pres. Cleveland</i> - Sept. 3
<i>Pres. Taft</i> - - - Sept. 17
<i>Pres. Jefferson</i> - Oct. 1
<i>Pres. Madison</i> - Oct. 15
<i>Pres. Cleveland</i> - Oct. 29
<i>Pres. Taft</i> - - - Nov. 12
<i>Pres. Jefferson</i> - Nov. 26

### DOLLAR STEAMSHIP LINES EAST OR WEST TO NEW YORK

Via China - Japan, Honolulu San Francisco Panama Canal	Via Suez Canal and Europe
<i>Pres. Lincoln</i> - - Aug. 15	<i>Pres. Harrison</i> - Aug. 26
<i>Pres. Pierce</i> - - - Aug. 29	<i>Pres. Hayes</i> - - - Sept. 9
<i>Pres. Wilson</i> - - - Sept. 12	<i>Pres. Fillmore</i> - Sept. 23
<i>Pres. Hoover</i> - - - Sept. 26	<i>Pres. Monroe</i> - - Oct. 7
<i>Pres. Jackson</i> - - Oct. 10	<i>Pres. Van Buren</i> Oct. 21
<i>Pres. McKinley</i> - Oct. 24	<i>Pres. Garfield</i> - Nov. 4
<i>Pres. Grant</i> - - - Nov. 7	<i>Pres. Polk</i> - - - Nov. 18
	<i>Pres. Adams</i> - - - Dec. 2

### PHILIPPINE INTER-ISLAND STEAMSHIP CO. SUPERIOR INTER-ISLAND SERVICE

**S. S. "MAYON"  
Sails Wednesdays from  
MANILA**

TO ILOILO ZAMBOANGA CEBU	TO CEBU ZAMBOANGA ILOILO
Aug. 26	Aug. 19
Sept. 9	Sept. 2
Sept. 23	Sept. 16
Oct. 7	Sept. 30
Oct. 21	Oct. 14
	Oct. 28

FOR BOOKINGS AND INFORMATION APPLY TO:

## THE ROBERT DOLLAR COMPANY

General Agents

ROBERT DOLLAR BLDG., PORT AREA

— MANILA —  
TELEPHONE 2-24-41

24 CALLE DAVID

## TOBACCO REVIEW

By F. A. MEYER

Altabarra Cigar and Cigarette Manufacturing Co.

**RAWLEAF:** The local market remained quiet during July. Dealers show no inclination to reduce their prices for old parcels while consumers expect lower quotations when the 1931 crop of Yabeha and Cagayan will be ready for sale. In view of the unsettled conditions prevailing at some important foreign markets, buying of the new crop may be postponed until the situation clears up. Comparative figures for July exports are as follows:

Rawleaf, Strip  
per Tobacco  
and Cigarette  
Kilos

China.....	7,086
Czechoslovakia.....	663,182
Hongkong.....	5,537

Japan.....	119
North Atlantic.....	21,420
North Atlantic (Europe).....	30,720
Spain.....	1,442,401
Straw Cigarettes.....	1,048
United States.....	129,308

January-July, 1931.....	2,300,821
January-July, 1930.....	11,144,563
	8,289,943

**CIGARS:** Shipments to the United States continue to increase, being already about 5% higher than for the corresponding 1930 period. However, this increase consists mostly of low priced cigars which leave the factories only a very close margin. Comparative figures for the trade with the United States follow:

Period	Cigars
July, 1931, about.....	17,000,000
January-July, 1931, about.....	86,750,000
January-July, 1930.....	82,157,698

## THE RICE INDUSTRY

EARLY JULY MANILA PRICES FOR U. S. GRADES  
OF MANILA, Nueva Ecija  
Director, Rice Producers' Association

Palay of the ordinary grades is quoted at P1.90 to P1.95 with rice from P4.50 to P5.20 according to class, and with Saigon at P5.08, duty paid, Manila. The latter continues to fluctuate. Importations have been almost negligible for the last six months.

The coming crop prospects are not hopeful. Due to the delaying of the monsoon rains, the preparation for cropping is retarded to such an extent that it is expected a large area of rice lands in the main rice regions in Nueva Ecija and Pangasinan will not be planted. The loss of seedbeds by drought and the difficulty of making new ones due to lack of seasonal moisture, plus the timely preparation of the soil, will lower the volume of the coming crop.

Advices from Japan show that their crop is much less due to adverse weather, and it is expected that the crop of South China is thus affected. Indo-Asia due to the lateness of the monsoon rains will likewise be affected, but not to the extent of most northern regions. At present writing, July 28th, there appears to be no marked depressions in the Pacific which might bring the rains to both the Islands and the Asiatic mainland. The amount of moisture is much less north of Bulacan, but has been noticed since 1915, and lacking these rains irrigation systems function at their lowest. In Bulacan better conditions prevail but as area small this does not greatly affect total volume.

A large portion of the last crop remains available in outside Camarines awaiting a price that seems to be governed by the Indo-Asia stocks. Demand for rice is quiet for the present.

## REVIEW OF THE HEMP MARKET

By L. L. SPELLMAN

International Harvester Company of Philippines

This report covers the Manila hemp market for the month of July with statistics up to and including August 3rd, 1931.

U. S. GRADES: The month of July opened up with sellers of Davao F at 7 cents; G, 4-3/8 cents; H, 4 cents; I, 5-3/4 cents; J, 4-3/4 cents; K, 4 cents. However, very little business was done and by the middle of

the month the market was very quiet, consumers not showing any interest in buying at that time. Sellers' quotations were for hemp from Davao: F, 7-1/16 cents; G, 4-5/16 cents; H, 4-1/8 cents; J, 5-7/8 cents; K, 4-3/4 cents; L, 4-3/4 cents; M, 4-3/4 cents; N, 4-3/4 cents; O, 4-3/4 cents; P, 4-3/4 cents; Q, 4-3/4 cents; R, 4-3/4 cents; S, 4-3/4 cents; T, 4-3/4 cents; U, 4-3/4 cents; V, 4-3/4 cents; W, 4-3/4 cents; X, 4-3/4 cents; Y, 4-3/4 cents; Z, 4-3/4 cents. Housemarks from other provinces were quoted at: E, 8-7/8 cents; F, 7 cents; G, 4-1/4 cents; H, 4-3/4 cents; J, 4-5/8 cents; K, 4-3/4 cents; L, 4-3/4 cents. During the second half of the month sellers offered Davao at: F, 7 cents; J, 5-3/4 cents; K, 4-5/8 cents and other province housemarks at: F, 7-1/8 cents; G, 4-1/4 cents; H, 4-5/8 cents; J, 4-1/4 cents; K, 4 cents; L, 4-3/4 cents. At the latter part of the month sellers were making customary offers but there were no buyers. Sellers' prices were: Davao F, 7 cents; G, 4-3/16 cents; H, 4-1/8 cents; J, 4-3/8 cents; K, 4 cents; L, 4-3/8 cents; M, 4-3/8 cents; N, 4-3/8 cents; O, 4-3/8 cents; P, 4-3/8 cents; Q, 4-3/8 cents; R, 4-3/8 cents; S, 4-3/8 cents; T, 4-3/8 cents; U, 4-3/8 cents; V, 4-3/8 cents; W, 4-3/8 cents; X, 4-3/8 cents; Y, 4-3/8 cents; Z, 4-3/8 cents. By the end of the month buyers had retired entirely from the market.

Early July Manila prices for U. S. grades were: E, P18; F, P13.75; G, P7.25; H, P6.75; I, P10.75; J, P8.75; K, P13.75; L, P10.75; M, P8.50. There was practically no change in prices until late in the month when there was a drop of about P0.25 per picul on almost all grades. At the end of the month prices were: E, P17.75; F, P13.50; G, P6.50; H, P6.25; I, P10.50; J, P8.75; K, P13.50; L, P10.50; M, P8.75. The tendency of the market was towards a further decline.

U. K. GRADES: Statistics of Manila hemp on July 1st were:

Bales  
Stocks in importers' hands on July 1st..... 44,000

Hemp afloat (including loadings) on July 1st..... 51,000

The U. K. market was quiet but steady with consumers buying very little during the first part of the month and very little improvement was anticipated due to adverse trade conditions. Nominal quotations were: J2, E18.10; K, E17.10; L1, E16.10; L2, E14.10; M1, E16.10; M2, E14.10; DL, E14.10; DM, E14.10. A few sales of hemp made at the above mentioned price. At the middle of the month the market was quiet and dealers were holding off and in the absence of business due to the financial depression in Europe, the following nominal quotations were: E, E18; K, E17; L1, E15; L2, E14.5; M1, E16; M2, E13.15; DL, E13.15; DM, E13.15. During the second half of the month the market was exceedingly dull and no sales were made at the low price of E15.10 and L1 at E14.5 afloat. Around the end of the month the market was stagnant, business being impracticable. At the end of July the market was unchanged and the following quotations barely obtainable: J2, E17.10; K, E16; L1, E14.5; L2, E13.10; M1, E15.5; M2, E13; DL, E12.15; DM, E12.5.

Early July quotations for Manila U. K. grades were: J2, P7.25; K, P6.75; L1, P5.50; L2, P5.25; M1, P6.25; M2, P5; DL, P5; DM, P4.50. The market was quiet and these were nominal quotations. Mid-month quotations were: P7; K, P6.25; L1, P5; L2, P4.50; M1, P5.75; M2, P4.25; DL, P4.25; DM, P4. The market continued quiet throughout the whole month and nominal quotations at the end of the month were: J2, P6.50; K, P5.75; L1, P4.50; L2, P4; M1, P5.25; M2, P4; DL, P4; DM, P3.75.

JAPAN: This market has been particularly quiet during the month of July and continuing the large stocks of unsold fiber being held by speculators in Japan, there is very little hope of business improving in the near future.

MARKETS: Early July London quotations were for Cebu Magway No. 2, E13.10; No. 3, E13.5. Mid-month quotations were: Cebu Magway No. 2, E13.5; No. 3, E13. Late July quotations were: Cebu Magway No. 2, E13.5; No. 3, E13.5.

PRODUCTION: The weekly receipts for the month of July were for the first week 23,000 Bbs., the second week 10,000 Bbs., the third week 10,000 Bbs. and the fourth week 22,000 Bbs.



Jefferson Machamer has made up a presidential ticket all his own—he's very imaginative. We don't know who the people's choice for president will be, but there's choice of gin never changes. It's—

# GORDON DRY GIN

The heart of a  
good cocktail

be sure you  
get Gordon at  
your club.....

# ROBERTSON Scotch Whisky for GOOD HIGHBALLS

Kuenzle & Streiff, Inc.  
Sole Agents

343 T. Pinpin Tel. 2-39-36  
Manila, P. I.

**FREIGHT RATES:** No particular change has been made during the past month although on direct shipment of hemp from Legaspi, the differential has been reduced from 20,- to 10,- per ton of 20 cwt.

**STATISTICS:** The figures below are for the period ending August 3rd, 1931:

	1931	1930
	Bs.	Bs.
<b>Manila Hemp</b>		
On January 1st.....	112,802	195,635
Receipts to date.....	716,651	837,214
	829,433	1,032,249
<b>Shipments to—</b>		
U. K. ....	193,982	198,758
Continent.....	112,598	118,560
U. S. ....	145,924	348,582
Japan.....	223,582	176,659
Elsewhere.....	49,855	60,573
	726,881	893,152

### LUMBER REVIEW

By **ARTHUR F. FISCHER**  
Director of Forestry



The lumber and timber exports during the month of April, 1931, decreased 23% as compared with the same month in 1930. This apparently big decrease in lumber and timber exports would be misleading if no mention is made here of the fact that the recent burning of three important sawmills affected considerably the exports during

the month under review but did not influence shipments during the corresponding month last year. It can be seen from the statement of exports below that as compared with March of this year, this month's shipments are not so discouraging as it appears from the above, an increase of 85%. As a matter of fact the lumber trade has been steadily picking up since February, although prices remained low. From the low mark of 2,476,589 board feet for the month of February, the export shipments steadily jumped to 6,428,264 board feet for the month under review, while the lumber deliveries from the mills rose from 1,129,802 board feet to 13,646,899 board feet for April, 1931. There was also a steady increase in production from 8,021,638 board feet to 11,374,287 board feet during the above period. As stated in the last review, the above improvement in the local trade is expected to be only seasonal as the general economic condition of the islands is still depressed, and whether or not the export trade may continue the favorable trend it has shown during the last three months is uncertain, unless the general economic situation in foreign markets changes for the better.

It is, however, reassuring to know that in the United States, a gradually expanded consumption seems to be slowly starting; that the building trade is showing a little improvement and new Federal and other public projects are expected to create new demands; and that manufacturers are concentrating vast amount of attention and energy to the program of holding off production for a sufficient time to permit of the disposal of carry-over stocks. In Shanghai and Hongkong construction activities are making for fairly good sales. More or less regular shipments of logs are being made to Japan in spite of the still prevailing industrial and commercial inactivity in that country. In South Africa, which is becoming a steady market for Philippine lumber, it has been reported that lumber demand is strong with no signs of a weakening market. The present economic depression seems to have had very little effect upon construction activities in that country. Shipments to the United Kingdom remained steady. Special demand in this market for Apitong has been noted.

As compared with the previous month, exports to China registered an increase of 29%; to Japan an increase of 49%; to the United States

an increase of 59%; and to United Kingdom an increase of 23%.

The following statements show the lumber and timber exports, by countries, and mill production and lumber inventory for the month of April, 1931, as compared with the corresponding month the previous year.

Lumber and Timber Export for April			
Destination	1931		
	Board Feet	Value	
Japan.....	3,878,328	P 104,358	
United States.....	1,672,256	158,675	
United Kingdom.....	297,224	33,757	
China.....	295,952	19,654	
British Africa.....	274,328	21,703	
Hawaii.....	9,328	2,207	
Spain.....	848	400	
Germany.....		70	
Australia.....			
Canada.....			
Netherlands.....			
Portuguese Africa.....			
<b>TOTAL.....</b>	<b>6,428,264</b>	<b>P 340,826</b>	
Destination	1930		
	Board Feet	Value	
Japan.....	4,319,712	P 106,275	
United States.....	2,821,720	215,191	
United Kingdom.....	1,068,480	81,231	
China.....	1,640,456	99,008	
British Africa.....	97,944	15,719	
Hawaii.....			
Spain.....			
Germany.....			
Australia.....	1,051,096	70,904	
Canada.....	73,352	6,225	
Netherlands.....	8,056	700	
Portuguese Africa.....	848	115	
<b>TOTAL.....</b>	<b>11,981,064</b>	<b>P 655,368</b>	

#### For 43 Mills for the month of April

Month	Lumber Deliveries from Mills	
	1931	1930
April.....	13,646,899	25,766,363
Month	Lumber Inventory	
	1931	1930
April.....	23,659,933	48,643,621
Month	Mill Production	
	1931	1930
April.....	11,374,287	18,256,304

NOTE:—Board Feet should be used.

### REVIEW OF THE EXCHANGE MARKET

By **RICHARD E. SHAW**  
Manager, National City Bank



The market on the whole has been dead dull. Selling rates during the latter part of the month were slightly on the easy side and several Banks were good sellers of moderate amounts of U. S. Dollar T. T. at 1/2% pr. Buying rates for T. T. held steady at 3/4% pr. for deliveries to the end of the year. Banks were offering 3/4% pr. for ready O. D credit bills and 3/4% discount for

60 d/3 D/A bills for August-December settlements. The underlying tone of the market was firm at the close.

The following purchases of U. S. T. T. have been made from the Inland Treasurer since last report:

June 20th to July 3rd.....	Nil
Week ending July 11th.....	U. S. \$300,000
Week ending July 18th.....	200,000
Week ending July 25th.....	425,000

With the sudden drop in the New York London cross-rate about the middle of the month Sterling selling rates were somewhat weaker and Banks would sell T. T. at 2/- 7/16 ready but were not keen buyers at better than 2/- 9/16.

On June 30th the New York-London cross-rate closed at 4.8630, rose to a high of 4.8660 on several occasions during the first half of July, dropped suddenly on July 16th to a low of 4.8350 and was quoted at 4.86 on the last business day of the month.

London Bar Silver stood at 13-3/4 ready and 13-3/4 forward on June 30th. The white metal rose to 13-11/16 ready and 13-11/16 forward on July 6th and gradually receded to 12-11/16 ready and 12-11/16 forward on July 27th. The closing rates were 13-11/16 ready and 13-11/16 forward.

New York Bar Silver was quoted at 29-1/8 on June 30th. On July 6th it had risen to a high for that month of 29-3/4. By July 27th the rate had weakened off to 27-3/8 and finally closed at 28.

Telegraphic transfers on other points were quoted as follows on July 31st:

Paris.....	12.45
Madrid.....	33
Singapore.....	114-1/2
Japan.....	100-1/2
Shanghai.....	159-1/4
Hongkong.....	159-1/4
India.....	136
Java.....	122-3/8

## Recommended By Leading Doctors

Drink It for Your  
Health's Sake



TEL. 5-73-06

Nature's Best Mineral Water

**JULY SUGAR REVIEW**  
By GEO. H. FAIRCHILD



**NEW YORK MARKET:** The improved tone in the American sugar market which was in evidence since the latter part of May was maintained during the month of June and continued during the month under review.

Following a strong decline in the previous month the American sugar market showed signs of further improvement during the first two days of the month under review and small sales of sugar were effected at 1.45 cents c. and f., while the price of refined was advanced to 1.65 cents. This improvement, however, was temporarily checked shortly thereafter and the market eased somewhat, with small sales of Cubas for prompt shipment at prices between 1.44 cents and 1.45 cents c. and f.

Towards the middle of the month, the market was steady with an upward tendency and small sales of prompt shipment Cubas were made to refiners at 1.46 cents c. and f. on the 13th. Prices continued to advance steadily up to the 23rd when sales of Porto Ricans were negotiated at 3.58 cents. I. t., this being the highest price obtained for sugar in the spot market this year. Large volumes of Cubas appeared in the market at 1.50 cents c. and f. although no buyers could be found at this price. The market for refined also improved and the price therefor advanced to 1.75 cents, but second-hand parcels were offered at 1.60 cents, thereby impairing the prospects for refined.

Towards the latter part of the month, the market showed signs of weakness apparently due to fear of financial complications in Cuba which might result in pressure to sell on the part of Cuban holders. Moreover, refiners were evidently well stocked at the time and naturally only appeared in the market for the immediate requirements. As a consequence, the price of prompt shipment Cubas sagged to 1.50 cents c. and f. and at the close of the month the market was quiet with no disposition to operate. However, there was no pressure to sell and prices, although at a lower level than in the previous week, were quite steady.

The continued favorable outlook for sugar in the past month was undoubtedly the result of the ratification of the Chadbourne Plan. There have been, however, other contributing factors having an immediate disposition to upward trend of prices, such as the diminishing supply of Philippine and Porto Rican sugars available for the American sugar market, which has to some extent influenced the refiners to replenish their stocks before they become wholly dependent upon Cuban offerings; the probable decrease in the European crop of from 1,500,000 to 2,000,000 tons; the unfavorable weather conditions in Mauritius and British West Indies from which Great Britain draws considerable quantities of sugar for home requirements; the smaller expected sugar crops in Brazil, Peru, Mexico and Ceylon; the limitation in the Argentine production and, lastly, the restricted plantings in Java under the Chadbourne agreement.

On the other hand, the uncertainty of the Russian output and the fear of its being dumped into the world's market is a strong reactionary factor. It is to be noted in this connection that Russia has of late been exporting a considerable quantity of sugar to India. Besides this unfavorable factor is the estimated decrease of from 7 to 10 per cent in the sugar consumption in the United States for the first half of the year compared with the corresponding period last year.

**Features:** The fluctuations of quotations on the Sugar Exchange during the month under review are as follows:

	High	Low	Latest
1931-September.....	1.47	1.34	1.45
December.....	1.54	1.41	1.47

1932-January.....	1.55	1.42	1.48
March.....	1.59	1.46	1.52
May.....	1.65	1.52	1.57
July.....	1.70	1.58	1.63

**Philippine sales:** Encouraged by the improved tone in the sugar market, considerable business in new-crop Philippine sugar has been transacted during the month under review, although in the latter part of the month, interest in forward sales of Philippine sugar waned in view of the decline in the New York quotations, holders preferring to wait for better prices.

The total new-crop Philippine sugar transacted during the month under review aggregated 82,000 tons at prices ranging from 3.50 cents to 3.71 cents l. t. A considerable volume of Philippine centrifugal sugar in the Atlantic Coast during the month of July amounted to 67,000 tons and were negotiated at prices ranging from 3.42 cents to 3.71 cents l. t. Resales of Philippine sugar amounted to 36,000 tons effected at prices ranging from 3.42 cents to 3.68 cents l. t.

**Stocks:** The latest figures of the world's stocks were 6,385,000 tons as compared with 5,714,000

tons at the same time in 1930 and 4,492,000 tons at the same time in 1929.

**LOCAL MARKET:** Influenced by the improved tone in the American sugar market, but more particularly by the readily diminishing supply of local stocks, the market here for centrifugal sugar was strong and active during the month under review. Sales have been effected at prices ranging from P8.40 to P9.70 per cential.

**Crop Prospects:** According to the following compilation recently released by the Philippine Sugar Association, the centrifugal sugar production in the Philippines for the past crop turned out to be about equal to the previous crop, showing but a slight increase of about 12,000 tons or 1 1/2 per cent. Compared with the 1928-1929 crop, the volume of the crop just harvested is 95.05 per cent larger, or an increase of 14 per cent. This increase is partly due to the increase in the production of centrifugal sugar in the Islands of Panay, Cebu, and Leyte, where a few small centrifugal mills have been erected during the last three years in districts where formerly muscovado sugar was produced, although the principal increase has been in Negros.

**CENTRIFUGAL SUGAR PRODUCTION IN THE PHILIPPINES**  
(LONG TONS OF 2240 POUNDS)

	1930-1931	1929-1930	1928-1929
1. Bacod-Murcia Milling Co.	42,221	34,651	40,926
2. Central Azucarera de Bais.	55,001	28,836	16,835
3. Central Bearin.	11,518	11,819	10,285
4. Binuangan Estates, Inc.	45,729	38,150	34,889
5. Central Azucarera del Danao.	7,601	5,060	4,400
6. Central De la Rama (Bago).	2,490	2,490	4,270
7. Central De la Rama (Talisay).	934	934	1,020
8. Hawaiian-Philippine Co.	47,679	44,887	45,289
9. Isabel Sugar Co., Inc.	28,726	26,846	18,261
10. La Carlota Sugar Central.	62,904	63,417	55,977
11. Lopez Sugar Central Mill Co.	10,580	8,092	3,850
12. Ma-ao Sugar Central Co.	37,025	33,130	30,645
13. North Negros Sugar Co.	43,226	48,150	39,669
14. Central Palma.....	8,715	8,432	7,791
15. San Carlos Milling Co., Ltd.	29,437	32,992	26,884
16. Central San Isidro.....	9,650	8,316	8,609
17. Talissay Milling Co.	22,867	22,867	34,476
18. Victoria Milling Co.	33,462	38,057	29,311
	491,590	463,965	411,607
<b>LUZON</b>			
19. Bataan Sugar Co.	1,867	2,470	2,020
20. Calamba Sugar Estate	39,035	40,066	45,035
21. Central Azucarera de Calatagan	4,675	4,787	3,908
22. Central Azucarera Don Pedro	20,792	19,361	15,346
23. Central Luzon Milling Co.	16,758	20,254	21,101
24. Hind Sugar Co.	(a)	z	1,078
25. Luzon Sugar Company.	3,102	4,315	4,330
26. Malabac Sugar Co.	6,249	6,249	7,152
27. Mount Arayat Sugar Co.	5,122	6,170	5,291
28. Central Azucarera del Norte.	373	560	1,253
29. Nueva Ecija Sugar Mills, Inc.	1,987	1,702	1,253
30. Pampanga Sugar Development Co.	45,226	55,445	53,316
31. Pampanga Sugar Mills.	48,058	53,904	55,505
32. Paniqui Sugar Mills.	6,163	4,274	z
33. Philippine Sugar Estates Development Co.	3,735	4,046	4,656
34. Central Azucarera de Tarlac.	32,497	39,570	26,566
	231,880	260,713	241,989
<b>PANAY</b>			
35. Asturias Sugar Central, Inc.	13,886*	15,073	12,730
36. Central Lourdes (Dingle).	1,618	z	z
37. Philippine Starch and Sugar Co.	2,490	z	z
38. Pilar Sugar Central.	12,164	9,692	9,404
39. Central Santos Lopez.	5,026	4,881	z
40. Central Sara-Ajuy.	4,716	4,087	1,842
	43,972	35,333	23,976
<b>MINDORO</b>			
41. Philippine Milling Co.	9,213	9,402	10,738
<b>CEBU</b>			
42. Bogo-Medellin Milling Co.	2,511	1,359	z
43. Cebu Sugar Co.	3,482	2,620	830
	5,993	3,979	830
<b>LEYTE</b>			
44. Ormoc Sugar Co.	2,494	1,182	z
	785,242	773,674	689,140

Compiled by the Philippine Sugar Association, July 13, 1931.

z—Formerly the Pangasinan Sugar Co.  
a—Not in operation  
\*—Latest figures.  
—Latest estimates.

It is to be noted that the increase in the sugar production in the Philippines in the past decade was mainly due to the change in the process of manufacture as a result of the replacement of the antiquated muscovado mills by modern Centrals. This change, however, is already practically completed, so that no material increase in the production is expected from this source in the near future.

The increased production in 1930-1931 was also due to the slight increase in the centrifugal sugar production in the Island of Negros due to favorable weather conditions, on the other hand, the total production in the Island of Luzon has decreased from 260,713 tons in 1929-1930 to 231,880 tons in 1930-1931, because of unfavorable weather conditions during the past crop.

The centrifugal sugar production during the period under review demonstrated that, with the present existing Centrals in the Philippines, there will be no abnormal increase in the sugar production within the next few years, and that any increase resulting from higher yields per hectare will be normal and it is hoped it will be absorbed by increased local consumption. It is to be noted in this connection that a recent compilation by the Philippine Sugar Association of the sugar consumption in the Philippines for the past six years shows that the consumption of centrifugal sugar in the Islands has more than doubled from 32,571 long tons in 1925 to 75,601 long tons in 1930.

The weather conditions in the past few weeks with intermittent rainfall have been favorable to the cane on Negros and Luzon.

**Philippine Exports:** Export statistics for the month of July, 1931, as reported to us showed that 35,001 metric tons of centrifugals and 3,123 metric tons of refined were exported during the month. Exports of these two grades of sugar since November, 1930, are as follows:

	Metric Tons
Centrifugals .....	692,438
Refined .....	30,982
Total .....	723,420

#### AN UNCOMFORTABLE GIFT AND AN UNEASY VIRTUE

(Continued from page 23)

Barbon, however, reasoned in this wise: "A" may be burnt out and lose his all while "B," "C," "D" and all his other neighbors lose nothing; yet it might easily have been "B," "C," or "D" who was ruined while "A" escaped unscathed—in other words, they all were subject to hazard. Suppose, therefore, that they were to recognize this hazard as a common menace and make joint provision to be relieved from it. Suppose that through the payment by each of a small annual sum, a fund could be provided that would indemnify the occasional sufferer and save him from ruin. Barbon must have been a plausible and enthusiastic talker, for he "sold" the idea and, in 1657, started into business—insuring at first only buildings.

The idea grew and spread with the roar of London's flames still fresh in memory. Seven years later there was organized the first joint-stock insurance organization, the Friendly Society. In 1706 Charles Poynter introduced the

thought of insuring goods as well as buildings. Two corporations obtained charters in 1710 and were practically stock insurance companies such as we have today. There is still in existence an insurance organization which dates from this period. It now is known as the Hand-in-Hand" because we no longer have the time to refer to it as the "Contributors for Insuring Houses, Chambers or Rooms from Loss by Fire

by Amicable Contributions," as did our more formal ancestors. This stately title suggests another that may still be seen on an old building in Manhattan, namely, "Institution for the Relief of Aged Indigent Females of the City of New York." This is perhaps a digression but it helps to remind our generation of the way in which life has been speeded up today as compared with former times. In this speeding

## CHARTERED BANK OF INDIA, AUSTRALIA AND CHINA

Capital and Reserve Fund..... £7,000,000  
Reserve Liability of Proprietors..... 3,000,000

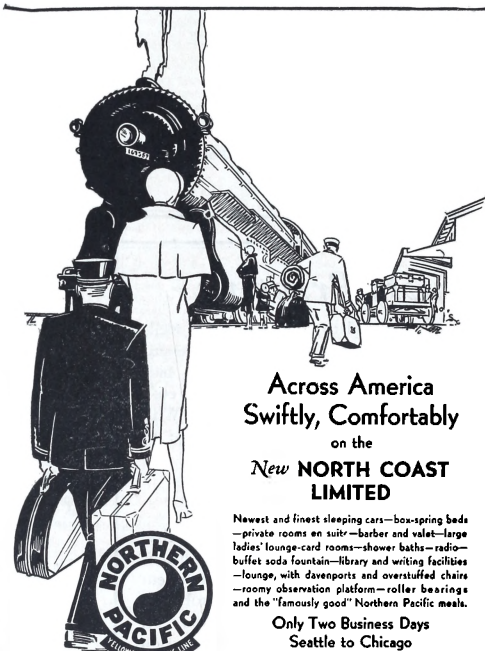
MANILA BRANCH ESTABLISHED 1872

SUB-BRANCHES AT CEBU, ILOILO AND ZAMBOANGA

Every description of banking business transacted. Branches in every important town throughout India, China, Japan, Java, Straits Settlements, Federated Malay States, French Indo-China, Siam, and Borneo; also in New York.

Head Office: 38 Bishopsgate, London, E. C.

W. U. A. WHYTE, *Manager.*  
Manila



Across America  
Swiftly, Comfortably  
on the  
New NORTH COAST  
LIMITED

Newest and finest sleeping cars—box-spring beds—private rooms on suit—barber and valet—large ladies' lounge—card rooms—shower baths—radio—buffet soda fountain—library and writing facilities—lounge, with day-rooms and overstuffed chairs—roomy observation platform—roll-up bearings and the "famously good" Northern Pacific meals.

Only Two Business Days  
Seattle to Chicago  
NO EXTRA FARE

A Northern Pacific Railway representative meets all steamships from the Orient at Victoria, Vancouver and Seattle. He will gladly assist you with baggage and sleeping car reservations at all points in the United States.

## NORTHERN PACIFIC RAILWAY

C. L. THOMSON, *Head, General Passenger Agent*  
200 South Texas, Seattle, Washington  
A. C. STICKLEY, *General Agent*  
414 Broad Street, Seattle, Washington, E. C.  
W. F. CABR, *General Agent*  
20 Broadway Street, Vancouver, B. C.



This Parke-Davis germicidal soap is a wise precaution against skin infections of all kinds.

# Luzon Stevedoring Co., Inc.

Lightering, Marine Contractors  
Towboats, Launches, Waterboats  
Shipbuilders and Provisions

## SIMMIE & GRILK

Phone 2-16-61

Port Area

## Quality Printing

is as essential to your business as well-tailored clothes are to the successful salesman. Attractive letterheads, bill-heads, cards, envelopes, labels, etc., are silent but powerful salesman. Why not let them carry your message in the most effective way?

## The McCullough Imprint

ensures quality printing and all that it implies. McCullough service means expert supervision and the intelligent handling of your printing problems. Whatever your printing needs may be, you are assured the utmost satisfaction when McCullough does the job. May we serve you?

### MCCULLOUGH PRINTING CO.

Division of Philippine Education Co., Inc.  
101 ESCOLTA Phone 21801 MANILA, P. I.

### RAIL COMMODITY MOVEMENTS

By M. D. ROYER  
Traffic Manager, Manila Railroad Company



The volume of commodities received in Manila during the month of July, 1931, via Manila Railroad are as follows:

Rice, carvans	311,895
Sugar, piculs	64,949
Copra, piculs	192,790
Coconuts	5,500
Desiccated coconuts in cases	21,839
Tobacco, bales	21,454
Lumber and Timber, B. F.	1,355,400

The freight revenue car loading statistics for five weeks ending July 18, 1931, compared with the same period for the year 1930 are given below:

#### FREIGHT REVENUE CAR LOADINGS

COMMODITIES	NUMBER OF FREIGHT CARS		FREIGHT TONNAGE		INCREASE OR DECREASE	
	1931	1930	1931	1930	Cars	Tonnage
Rice	1,157	1,012	16,048	13,839	145	2,209
Palm	123	125	1,713	1,557	03	156
Sugar	290	78	7,437	1,598	215	5,839
Sugar Cane						
Copra	1,320	728	9,532	5,044	592	4,488
Coconuts	378	245	3,906	2,920	133	986
Molasses	46	21	1,324	616	25	708
Hemp	22	02	169	10	20	159
Tobacco	133	124	1,244	1,090	09	154
Livestock	60	75	284	365	(15)	(81)
Mineral Products	394	347	4,065	3,185	47	880
Lumber and Timber	298	151	6,837	3,405	144	3,432
Other Forest Products	08	14	46	121	(6)	(75)
Manufactures	244	236	3,321	2,850	8	471
All Others Including LCL	3,603	3,164	26,202	20,083	439	6,119
<b>TOTAL</b>	<b>8,076</b>	<b>6,317</b>	<b>82,128</b>	<b>56,683</b>	<b>1,759</b>	<b>25,445</b>

#### SUMMARY

Week ending Saturday, June 20, 1931	1,582	1,430	16,399	14,121	152	2,278
Week ending Saturday, June 27, 1931	1,532	1,347	15,426	12,110	185	3,316
Week ending Saturday, July 4, 1931	1,611	1,172	16,650	10,697	439	6,043
Week ending Saturday, July 11, 1931	1,670	1,180	16,310	9,581	490	6,729
Week ending Saturday, July 18, 1931	1,681	1,188	17,343	10,264	493	7,079
<b>TOTAL</b>	<b>8,076</b>	<b>6,317</b>	<b>82,128</b>	<b>56,683</b>	<b>1,759</b>	<b>25,445</b>

NOTE: Figures in parenthesis indicate decrease

up process insurance has spread a part.

Today, fire insurance has played its protection over most of the buildings and much of the personal property of this and other countries, the total being in excess of \$165,000,000,000 in the United States alone. Thus millions of people are expending hundreds of millions of dollars per year in premiums, but the reason is not far to seek: The "insured" pay out money in order to buy, not pieces of paper, but peace of mind—a sense of financial security against the hazards of an uncertain world. Which is to say that, in millions of cases, security has become a commodity.

#### CHAPTER SEVEN

#### The "Collegia" and Their Successors

When we turn our eyes back over the pages of history we receive a confused impression of swarming humanity striving, struggling and dying—its individuals appearing briefly and then being swept away through disease, accident or conflict, yet ever being replaced by others coming on in uncounted millions—and we are impelled to say, as so often has been said, that human life is, after all, the cheapest thing in the world. Yet we cannot ignore the fact that each individual's life is to him a precious possession and that most of his waking thoughts are centered on its preservation. Life, so mighty and enduring, but *lives*, so fragile and easily destroyed, wherein shall we find any degree of security in this most uncertain field of thought?

The remarkable achievements of physical science, whereby the average span of human life has been raised from below twenty years in the Sixteenth Century to fifty-six years in the America of today, are outside the range of our discussion. They affect security in the mass but the individual still finds insecurity at every hand. Out of the multitudes who start each day without special apprehension, thousands will meet death before nightfall and no man can say on whom it will strike. Precautions reduce but do not remove the uncertainty.

(To be continued)





# BUSINESS AND PROFESSIONAL DIRECTORY

## Kerr Steamship Co., Inc.

General Agents

"SILVER FLEET"

Express Freight Services

Philippines-New York-Boston  
Philippines-San Francisco (Direct)

Roosevelt Steamship Agency

Agents

Chaco Bldg. Phone 2-14-20  
Manila, P. I.

## Myers-Buck Co., Inc.

Surveying and Mapping

—

PRIVATE MINERAL  
AND  
PUBLIC LAND

—

316 Carriedo Tel. 2-16-10



## INFORMATION FOR INVESTORS

Expert, confidential reports made on Philippine projects

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

Hydroelectric projects

OTHER COMMERCIAL AND  
INDUSTRIAL ENTERPRISES

BRYAN, LONDON CO.

Cebu, P. I.

Cable Address: "YPIL," Cebu.

## Manila Wine Merchants LIMITED

174 Juan Luna Manila, P. I.

P. O. Box 403

Phones 2-25-67 and 2-25-68

## PHILIPPINES COLD STORES

Wholesale and Retail

Dealers in American and Australian  
Refrigerated Produce

STORES AND OFFICES  
Calle Echague Manila, P. I.

行銀興中

CHINA BANKING CORPORATION  
MANILA, P. I.

Domestic and Foreign Banking  
of Every Description

## HANSON, ORTH & STEVENSON, INC.

Manila, P. I.

Buyers and Exporters of  
Hemp and Other Fibers

Wise Building Tel. 2-24-18

BRANCHES:

New York - London - Merida - Davao

## SALEEBY FIBER CO., INC.

Fiber Merchants

P. O. Box 1423 Manila, P. I.

Room 318, Pacific Building

Cable Address: "SALEFIBER"

P. O. Box 1394

Telephone 22070

J. A. STIVER

Attorney-At-Law-Notary Public

Certified Public Accountant

Administration of Estates

Receiverships

Investments Collections

Income Tax

121 Real, Intramuros Manila, P. I.

## MADRIGAL & CO.

8 Muelle del Banco Nacional  
Manila, P. I.

Coal Contractors and  
Coconut Oil Manufacturers  
MILL LOCATED AT CEBU

## International Harvester Co. of Philippines

formerly

MACLEOD & COMPANY

Manila-Cebu-Vigan-Davao-Iloilo

Exporters of

Hemp and Maguey

Agents for

INTERNATIONAL HARVESTER CO.

Agricultural Machinery

"LA URBANA"

(Sociedad Mútua de Construcción y Préstamos)

Préstamos Hipotecarios  
Inversiones de Capital

Paterno Building, Calle Melos  
MANILA, P. I.

## A. K. SPIELBERGER

REPRESENTING

SUN LIFE ASSURANCE COMPANY  
OF CANADA

## The Earnshaws Docks and Honolulu Iron Works

Sugar Machinery  
Slipways  
Machine Shops

Port Area

Manila, P. I.

# NEWS while it is NEWS

*and*

## 44 Features

*For Results*

### MANILA DAILY BULLETIN READERS

#### SECURITY SAFEKEEPING SERVICE

OWNERS of securities as well as those responsible for the safekeeping of securities such as executors, trustees and officers of domestic and foreign corporations will find the facilities of our Customers' Securities Department of special value providing as it does both safety and relief from the many details attendant upon ownership or management.

SECURITIES in safekeeping with our Customers' Securities Department may be sold or transferred and earnings may be disposed of as you may direct.

WE particularly recommend this service to those leaving the Philippine Islands for trips abroad who may wish to have their securities protected against theft and fire, their earnings collected for them and who, at the same time, may maintain complete control during their absence through the world-wide services of this Bank.

*COMPLETE DETAILS ON APPLICATION*

### THE NATIONAL CITY BANK OF NEW YORK

Manila Office:  
NATIONAL CITY BANK BUILDING

HEAD OFFICE: 55 WALL ST., NEW YORK CITY

Cebu Office:  
GOTIACO BUILDING

*There are all sorts of "Presidentes"  
But the best of them all are*

# OLD

# PRESIDENTES

Made only by

## LA INSULAR

Tune in on KZRM for  
La Insular program  
every Wednesday 7:45  
to 8:00 P. M.