

Do You Think Justly of Us?

● Below are listed a few of the reasons why men of worldwide business experience rate this commonwealth tops.

Halfway in 1938 is a subject at which we may pause to try to bring to the consciousness of the commercial world a view of this commonwealth more just to its deserts than the view, mostly sheer ignorance, commonly prevailing. Without research, not wishing to write a book on the subject, we proceed at random. First, personal liberty is highly prized in the Philippines and is practically unhampered. Every newcomer arrives with whatever impedimenta he chooses to bring along; boldly, for instance, he steps ashore with his camera, that needs no registering or police permit, and other such personal belongings save firearms.

There is a national tradition of hospitality to the stranger, the commonwealth citizen takes pride in upholding it.

If goods are brought along, stow them in bond with the customs until, when sold by sample, you release them to purchasers. If they are foreign goods, be aware that the commonwealth tariff is one of the lowest barriers to actual free trade existing anywhere. If they are from the United States, American goods directly shipped, don't bother to stow them in bond; this is American territory and trade with the homeland is on the free federal basis prevailing among the states themselves.

Have no qualms about climate, you will find it admirable; nor about mysterious maladies peculiar to the tropics, for they are absent and (as Dr. Victor G. Heiser, the man who organized the drive against them, says in his *Odyssey*) you have come to a land where rheumatism, arthritis and similarly really dangerous ailments for mature people, some of them winter diseases, count for but little. Asiatic epidemics will not assail you, because the United States public health service is unsleeping and tireless and will not admit them. If you have wife and children, by all means bring them along and seize the opportunity for the children to learn their modern languages.

Expect no high taxes, you will not find them. When you earn net more than \$2,000 a year excluding liberal exemptions, income tax will begin at 3%; when your individual net income rises as high as \$1,100,001 a year the rate will be 39% (compared to England's base of 27-1/2%). Want to go that high? Well, go to it then—opportunities abound, and some of the boys have actually made it. Corporation income is taxed 6%, may reach 10% this year. Compare with rates elsewhere, and be happy. Little, very little, goes to the serving of the public debt—because there is practically no such debt to service. Most revenue goes directly into services broadening and bettering your market: schools, railways, public corporations trying to found new indus-

tries, roads and bridges, and the new universal military training and the army—a small affair considered necessary for national defense and decided upon reluctantly, under pressure of outside circumstances beyond the commonwealth's control.

Let's go back a bit to debt. Finland, an honest country (the commonwealth's population is five times Finland's, by the way), has a just fame in the newspapers for paying her debt to the United States. Give this commonwealth its due, on the same grounds; it borrowed, from the United States, too, of course, for about the same purpose: better implementation of its economics. And it has regularly repaid, sometimes in advance of due dates, and now has a superavit in its sinking fund. The Philippines was doing this long before Finland began doing it—in fact, long before the Finnish debt began. But while the homeside newspapers give Finland columns of praise, fully justified, every time she makes a debt remittance, when this commonwealth does the same thing it doesn't rate a stick of public notice. Be just to this commonwealth, it's niggardly to do business with a country and not meet its good deportment halfway.



You are safe here, either in the cities or the farthest most isolated provincial points. A constabulary service blankets the archipelago, while the attitude of the people is one of spontaneous friendship. Nor will minor exceptions to general experience abrogate the rule. The national character is inquisitive and eclectic, mightily attractive.

There are assaults and killings, but for personal affronts such as insults in public places or crossings in romance; they are among the people, who settle such offenses in the direct old biblical way instead of parading loss of face in courts of public justice.

There is of course one precaution to be observed: sow no gratuitous insults, this is a commonwealth and its citizens comprise an old proud race—the only one that ever mastered the Pacific prior to the 16th century, which it did with fleets of dugouts!

Bring here such money as you choose to bring, it will be secure in any of the banks; and what is more important, when you wish to ship it away, go right ahead—a dollar will cost you two pesos plus nominal exchange and you can export on these terms as much money as you can lay lawful hand on. Now tell us frankly, isn't such a country not only somewhat rare in the world today, but, in probability, a first rate one in which to do business or experiment in industry? If you think so, then for heaven's sake pass the word along. And try your luck yourself.

—W. R.