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EDITORIAL OFFICES

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CATCHING TOURIST FLIES

Flies are caught with honey, tourists with strange or pleasant things to see under comfortable circumstances. Don't complain of the management when tourist ships pull into Manila one morning and out the next, or possibly that same evening. When Manila and the islands have done their part, or part of it, the ships will stay in port longer and their patrons will spend more money. Here are a few things to be done:

Keep the walled city intact.

Remove the animals from the Mehan gardens to Harrison park, get a lot more of them and maintain a first rate zoo.

Convert the vacated space in the gardens into an orchid conservatory and a fernery. Get as many specimens of our 10,000 species of flora into the gardens as possible. Make the place notable—worth advertising.

Go over to Caridad, Cavite, or in that vicinity, and provide a pleasure beach. Surf bathing is reputed excellent there, which isn't true of the Manila beach. Make the new place notable—worth advertising.

Improve the port of San Fernando, Union, so that the ships may stop there and give their patrons a short trip to Baguio with choice of the railway, the ship, or motoring back to Manila. Make the port notable—worth advertising.

Wherever the tourists go, have things to sell—native things, genuine things. Make the little markets notable—worth advertising. Provide native entertainment: the songs, the dances, the costumes of the people. Make it notable—worth advertising—and charge for it. Don't forget to charge, always reasonably, but always. Tourists like it, they take real delight in spending; nothing is more popular with them than novelties for which they can exchange their money, always burning their pockets. Chop suey is popular elsewhere, and Japan manages in her ingratiating manner to make visitors nibble raw fish with apparent relish. Pansit or some other dish could be made popular here. Manila needs a restaurant-theater for this sort of thing.

Arrange motor trips, but at the end have plenty of girls in costume, plenty of native entertainment, and plenty of products to sell. Given in a cool theater, at the time tourist ships are in port, the concerts of the Manila Chamber Music Society would lend the city world fame. Make the motor trips as notable—worth advertising.

When you have provided all this, advertise. The islands have hundreds of attractions, none of them ever quite ready for display. Get them ready and run off the show. Let your light shine.

AWAITING THE DRAMA

Though he may find something to add, Governor Stimson will perhaps never have to take back anything he said in his brief but very impressive inaugural address, wherein he laid emphasis upon the wisdom and necessity of encouraging the growth in the Philippines of a commercial and manufacturing middle-class. He has the preponderance of the argument when he says that industry fosters and preserves democracy, which may perish or never exist at all in an agricultural country.

His words augur well for his administration: to be taken into account by the legislature and the judiciary, they are likewise significant for the executive.

Getting directly to our point, while it is in every way desirable to induce more capital and more industrial ability to throw in their lot with the Philippines, one thing is more important still. This is the fair treatment and protection of capital and ability already here, so that they may, being already established, be pleased with what they have undertaken to do, and be evidences of what others may come and do. There can be no doubt

that the government has placed and is keeping certain very obvious and harmful impediments in the way of the developing Philippines middle-class. The sales tax is such an impediment; so is the bureau of supply; so is the New York purchasing office; so is, we believe, the remnant of the Australian-beef contract.

The executive and the legislature together are therefore facing at least two imperative duties concerning this middle-class question: one, to devise a substitute for the sales tax; the other, to abolish the purchasing office, if not the bureau of supply itself. Perhaps the purchasing office should go first, and the bureau be kept under observation as a pathological case. Nothing would be more conducive than steps of this kind, practical steps having immediate results, toward encouraging the middle class already existing, and augmenting its numbers. Sheriffs who would enforce executions are also needed; they would help credits immensely, and lower the prevailing rates of interest.

PRESIDENT MURPHY'S TRIBUTE

Universally commendatory were the comments of community leaders on Governor Stimson's inaugural address. Pressed by space, we quote but two of these from a "press" equal to the best any incoming governor ever received. On that occasion the newspapers turned out the best job in the history of insular journalism; if any reader has failed to read and file away the special issues of the *Tribune* and the *Herald* and the regular issue of the *Bulletin*, let him do so now. President Robert E. Murphy's comment appeared in the *Herald*:

The American Chamber of Commerce joins with the other business organizations of the Philippine Islands in extending to our Chief Executive, Governor General Henry L. Stimson, a very cordial welcome to the Philippines. We hope that he will find his duties here pleasing to him personally and that his efforts in an administrative way will tend toward economic advancement of the people generally. Naturally, as a business organization, we look forward to good government as a sure means of business advancement. The American Chamber of Commerce will stand solidly by Mr. Stimson because we are confident that his efforts will be for the stimulation of trade conditions here.

Then the following from Major Wm. H. Anderson, a Democrat and leading business man, taken from the *Bulletin*:

*Governor General Stimson has brought a message of hope for all residents of the Philippines. He has clearly pointed out that the "independence" question is solely confined to the halls of Congress in Washington. He has strongly emphasized that the taxation limit has been reached. * * * Although I have been here in business since 1901, the governor's address is the first spark of encouragement ever given out to the American business man. * * * The governor's classification of the industrial and business man and his relationship with the progress of the community stamps him as fully conversant with the determining forces of life and the economic problems that go with it. The American civil-service servant and the American business man have been at last recognized. The governor's sense of justice and fairness to Filipinos and all others should pave the way for harmony and cooperation in government and in business which will bring contentment and prosperity to these islands.*

Can You Write? Why Not Try Your Hand?

What the American Chamber
of Commerce Journal Wants

Fiction stories worth P100 apiece

And essays from American women, particularly women living in the provinces, on their life in the islands: personal sketches, the sunshine and rain of insular life. For acceptable ones with pictures, P20 upon publication.

And description of comfortable and well equipped provincial homes: those having lights, ice and modern conveniences. Data should include a clear photograph for reproduction. For acceptable stories of this kind, P15 upon publication.

And lesser items. Who grows good coffee, good melons, poultry, cattle, hogs, roses, orchids? You, maybe. For data on methods, soil, planting, care, etc., with pictures. P10 upon publication.

The *Journal* wants the Philippine public to know that the magazine is on sale at the Philippine Education Co., Escolta, Manila Hotel, Army and Navy Club, Plaza Lunch, Tom's Dixie Kitchen, Goulette's, and the Alhambra Cigar Stand, Escolta; and that it is emphatically a magazine of general interest.