

NACOCO PLAYS HOST TO WRITERS

Novel Picnic to Atimonan Unit described as "Invasion of Talaba;" menu named after writers favorite columns.

By N. V. M. GONZALEZ
Staff Member, Graphic

SOME months ago, the National Coconut Corporation officials, in a characteristic mood, thought of the nation's writers and asked: "Do our writers know what the Corporation is doing and what it proposes to do in the future?"

Not content were the officials with what the general public, through the newspapers, have known and are made to know from time to time about the activities of the Corporation, Nacoco felt that it was essential that the writers, as a group distinct from newspapermen, should know and see what the Corporation's activities are.

Naturally, the writers themselves were only too eager to find out. And it turned out that the crowd which Nacoco officials, headed by Assistant General Manager Conrado Benitez and by Secretary-Treasurer Benjamin Salvosa, managed to muster represented the cream of the nation's newspaper and writing colony.

The writers launched what henceforth will remain in Nacoco history as the "invasion of Talaba"—an offensive that was successful from every point of view.

At Sariaya, Nacoco's biggest and most flourishing plant south of Manila, the writer-guests were shown how coconut products are made and so impressed were some of them that the Sariaya plant's showroom actually heard the trickle of cash!

It is known, for instance, that Mrs. Maria Luna Lopez, essayist and FEU professor of English and the wife of S. P. Lopez, Herald Associate Editor,

bought a couple of pesos' worth of Nacoco soap. The product had to be placed in a **bayong**. And ditto for Mrs. Angel C. Anden, who keeps house for Graphic's managing editor.

Mang Kiko of the Tribune is to-day the proud possessor of a Nacoco **guinit** helmet, while his photographer Manuel Alcantara to-day sports a Nacoco cowboy hat. Philippines Free Press' good, old boy Juan Collas bought a pair of bedroom slippers, and you shouldn't be surprised if he thinks they're simply comfortable. Of course, we wonder even to this day whether the purchase was the idea of Mrs. Collas, who was in the party.

After Sariaya, the party proceeded to Atimonan, and beyond: which is Talaba, where the Coconut Central Co., Inc. is located. This Central is being operated on funds advanced by the Nacoco. Here, the writer-guests picnicked, were treated to drinks, **lechon**, crabs and shrimps. They were surprised to find that the divine afflatus had hit the Nacoco chief, who named his dishes after the country's famous newspaper columns and columnists.

Thus, "Maybe" became the day's designation for the **lechon**. The **caldereta** went by the appellation "So It Seems." The shrimps and crabs borrowed for the nonce Herald's motto: "Always First, Always Fair and Always in Full," which was indeed fitting.

Mang Kiko, of course, scaled another run in popularity when a **manok sa gata** was named after him.



When the "invaders" of Talaba took time out. Group picture taken in front of the "Ceylon" drier at Talaba.