

## MUSSOLINI, HITLER SECRET MILLIONAIRES

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Kings, even ex-kings have fabulous fortunes. So have dictators. The only difference, it seems, is that while the riches of monarchs and royal families are of common knowledge, the proportions of dictators' financial assets are little known. Two of the world's greatest "iron men" today—Mussolini and Hitler—are secret millionaires, according to a correspondent of the London Daily Herald.

While II Duce's annual salary as Premier of Italy is only \$5,250 and he does not draw any salary for his other cabinet positions, he has other sources of income. He owns the newspaper *Popolo d'Italia*, which has a vast circulation and high advertising rates. He has large farms. His are the highest paid articles in Italian journalism. His speeches, which are printed and bound in book form, sell like hot cakes. From these inexhaustible sources of revenue is being salted away a private fortune worthy of the founder of the Roman Empire.

The Nazi Reichfuhrer's income compares favorably with his Italian colleague. Hitler is in fact contented with his private earnings and does not

draw his \$20,000 pay. He is a partner in the publishing house of the Nazi party, the Franz Eber Verlag. This makes the two dictators about even in so far as publishing income is concerned. In addition, there have already been sold more than two and a half million copies of the German edition of his *Mein Kampf*, which were disposed of at prices varying from 7 to 12 marks. Millions could have easily been obtained from the royalties accruing from the huge sale. Moreover, royalties will ever be piling up as every newly-married German couple must buy a copy of the masterpiece. Besides the royalties from the German edition, there are those from translations. So far the *Mein Kampf* has been translated and published in the United States, England, Denmark, Italy, Hungary, Turkey, Spain, Portugal, and Sweden. There is also an Arabic translation.

No fairly accurate estimates of Hitler's and Mussolini's fortunes can be made, but international observers agreed they have enough for the proverbial rainy day.

## Local Sweepstake Has New Manager

Due to the resignation of Hon. Antonio Mansueto as manager for the Charity Sweepstake Office for the Visayas and Mindanao, Mr. Eleuterio Villarosa has succeeded the vacant post. The new manager has taken his job since the beginning of

this month. Prior to the appointment of Mr. Villarosa as the successor of Hon. Mansueto, he has been connected in the Sweepstake Office with splendid records. The new manager hails from Carcar in this province.

## THE POPULAR FRONT'S AIMS

By Atty. PEDRO A. SANTOS

*Ex-Representative from Pampanga*

Of late news items have appeared in the papers concerning the activities of the Popular Front which show a lack of understanding of the character and objectives of this movement. The Popular Front movement has originated in France, but has since been adopted in several countries. These movements are generally coalitions of the democratic, liberal and progressive group against the forces of reaction, privilege and dictatorship. In terms of the local political situation, the Popular Front is an alliance of the various opposition and minority groups organized present solid front against the reactionary policies and fascist tendencies of the two major parties' coalition government.

The Popular Front has adopted a program or platform which sets forth its aims and objectives. This platform declares that the Popular Front is primarily for immediate, absolute and complete independence. This declaration, as contrasted with the provisions of the Tydings-McDuffie Law regarding eventual independence, reveals that the groups forming the Popular Front will not be received by any so called independence plan which at the same time tends to perpetuate the control of American monopoly of capital over the economic life of the islands. They want a real not only a formal independence, which would enable the Philippine government to pursue its independent policies in the political and economic field as well as in foreign relations without domination or controlling influence of any foreign interest.

For thus only can the Filipino people achieve real freedom to direct and shape their national life and destiny.

The next concern of the Popular Front, according to its program is the betterment of the condition of the masses, especially the workers and tenants. In this connection, in its program, the Popular Front states that "it will strive for the extension of public works, the popular education, higher wages, equitable taxation with graduated increase of income tax, improvement of the standard of living of the workers, social security, old-age pension, strict enforcement of the workers' compensation law, unemployment insurance and relief, strict regulation and eventual government ownership of public utilities and care of destitute children in public institutions"

Lastly, the Popular Front will strive to preserve and safeguard the democratic rights and liberties guaranteed by the Constitution and "shall oppose laws and measures tending to abridge the exercise of civil rights such as freedom of the press, academic freedom and freedom of assembly.

The objectives which have been stated constitute the basic points of the program of the Popular Front. The program is, however, much more comprehensive for it aims extension of popular suffrage, complete equality between men and women, greater protection and opportunities for the youth of the land, introduction of the jury system and abolition of capital punishment. (Continued on page 18)

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## KEEP IT UNDER YOUR HAT

by  
Taga-KOTTA Jr.

The Oct. 11, number of the Bisaya runs the picture of one Monica among the beauties in the Pictorial Section of said monthly. It said among other things that she was a queen in one of the barrios of Leyte, but of all things we know is that she is a "cabaret dancer" of no mean ability, as alleged. You may cross legs with her at the cabaret in Cebu tonight with all your money's worth. But before going we may impart into that coco of yours that the place is where we are treated best and grumbled the most. Did I say she is a bailarina? Tsk, Tsk, Tsk. don't tell me.

### Social Note

A handsome young but married man is always seen going with skirts (not his wife) in his car. The car bears the ensiña of the Manila Trading and we suspect that he is working in said firm. The beautiful thing who is going with him is probably working in the same company. We suspect, however, it's no more than an auto-riding. We hope we are allowed to think we were born yesterday.

### Private 'tenshun

Chief Vergara of the City Police Dept is some guy all right. The trouble with us is that we developed a strange liking for the Chief. But we are told that the *missus* would try the rolling pen if he comes back home late. Is it then, any wonder that we would be forever chasing the Chief for news?

### The Eden Lost

Not so long ago when we were idling at Eden in company with an army officer, a physician came in and I had asked the officer who that doctor was and he replied that he was an alienist. "Let him examine you," I muttered, "you think as any other army officer do, you are Quezon". But all humors ended in a glass of beer.

### Tit for a Tit

The burglar, sensing that his power of committing crime is little less slim on the establishment of the Barben

Detective Agency, took occasion in displaying his wares in the heart of the City. In this connection, we hope to say whether it was a case of a man bites a dog and not a dog bites a man in which case constitute a news. Don't tell me. Talk about detection.

### Very Fond

We are looking forward to seeing Chief Vergara in the Front Page Faces in a Manila weekly. Oh, this strange feeling, this striking admiration for him equal to our hatred of the Castor Oil. My nerve, my nerve!

### Front Page Faces

When Mayor Jacinto was pointed out in this column to have become a meniatue Randolph Hearst of this side of the globe on account of the fact that he became the publisher of the "Timog" another budding writer crop up in the person of Chief Vergara. But we shall not forget that Vergara is still a poor writer and like a poor athlete, he is celebrated for his stamina at mealtimes. And when he writes on things aside from police training, it's just like listening to Jack Dempsey lecturing on company of matters - a case away from pugilism. We add that on reading Chief Vergara's, I felt I was listening to preacher talking on matters of finance.

### Breast Up

We do not harbor any fond feeling for Segundo Abellana but just the same we put our hat off to him for his celebrated evasion from conviction of the crime in connection with his former position in the government service. There are people who still brush elbows with the Cebu's 400 seemingly unaware of the past. But the people know where they stand and S. Abellana's presence keeps on reminding them of the City Hall's scandal greater than the Engineer Island could ever stomach.

### Life of the Party

She is Meding by the name. Never mind the full name. Let it go at that. She belongs

## ••UNDERTOW••

By ME

### PRAGMATISM IN POLITICS

Current history points out oft-trodden main-roads to power. One is direct—the other, subtle. Only the peculiar temperament of the particular nation being broken for the yoke and harness determines the choice as to which road is going to be followed. Whatever means is followed, the success attained will be no positive: for Politics is the one game where "the end justifies the means", obviously.

The direct method to political power is founded on the psychology of fear. It is attained by the unhesitating use of military power and devious trickery, often under the guise of intense nationalism.

The subtle method is a slower process, but it is more insidious and often leads to a more absolute dictatorship than is possible in the direct method. It is founded on class feeling, on the basis of intensely awakened hatred of one class for another. It is, above all, founded on the successful winning of the confidence of a large sector of the public, often at the expense of the right of the others, and of truth.

Both are different roads that lead to the same end; they both result in the complete route of democracy. Which method would any one desiring

to the social cream, so she thinks. She would cut short some too ambitious young men in search for her favor, say, a dance. The impostors, she thinks. Not of my kind, she would add. She goes to the "cczy corner."— She is seen together with the boys of her kind, with the same dress on for always, yet she has the nerve to cut short these ambitious young men. She has decided to put on new dresses but she is of limited income. A practising attorney steps in the scene. But the lawyer knows his onions. Climax: She's heading for the column of Rafael Bautista in the Daily Gossips, ADVERTISER.

Curtain falls down. Deafening applause Incore, Incore

to reach that end use in our country? The year of Spanish domination would suggest the direct method: those years have left behind a people well broken to the yoke. But the presence of American sovereignty changes the picture entirely. Obviously, no raw direct method would be suffered to go unmolested and abetted by American acquiescence. Hence the subtle, the insidious method is the only one left available.

Those who believe in democracy, therefore, must be on the watch, constantly and alertly, for the shadow that creeps in the night. They must be taught to fear the poisoned sugar as well as the whip.

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### Cebu 1938...

(Continued from page 1)

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admissions to the carnival ground and so many sideshows that are coming so as to participate the carnival which is intended for the Rizal Memorial, it is believed by many Cebuanos that the carnival will be the most successful of all the carnivals held the Empire Province of Cebu.

### Cebu Road ..

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and decided to proceed to the City Theatre when the drama called LUNO will be staged on November 16, 1937.

### The Popular...

(Continued from page 17)

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ment It opposes the use of armed forces against nationals in strike and conflicts between labor and capital.

As it is seen, the Popular Front is for freedom and progress in a true and real democracy and, therefore, it deserves the support of all those who want "a government of the people, by the people and for the people."