

The condition is recent, but now constant; it reveals the city's growth.

Instance the run of *One Hundred Men and a Girl* at the new Lyric, where on Sunday, October 31, it grossed the biggest take the Lyric ever had in one day. When patrons telephoned inquiring for seats anywhere in the house, even every loge seat was taken. Now here is the more astonishing part. The next day was All Saints Day, with Rizal Avenue made a one-way thoroughfare for the nonce and everyone in Manila, judging from the traffic, bound to the cemeteries for the night. This chance was chosen for getting into the Lyric to hear Deanna Durbin sing and watch Stokowski conduct. Amazingly, All Saints Day was no competition—downstairs all the standing room was sold out and upstairs not six seats were to be had for the seven o'clock show; and at nine o'clock the jam was still forbidding.

Manila badly needs another large downtown theater at least, perhaps a first-rate airconditioned second-run place somewhere on Rizal Avenue this side of Azcarraga. We may return to this general subject later. It is well worth following up. Perhaps

a campaign of some sort is in order, a preliminary to which ought to be an ironclad pledge from lumber suppliers not to up prices while the movement is on. Say, in a word, a bit of social justice for the man who owns a lot and is willing to risk it for the price of a rentable house.

Buttons!

There is an American investment of about \$125,000 in fixed assets of the Philippine Button Corporation of which John L. Headington, treasurer of the Chamber of Commerce, is the vice president and manager. The investment includes premises, buildings, machinery, tools, implements and equipment. Normally 300 workmen, many of whom are skilled, are employed, and 100 women. All receive living wages, medical and dental care and necessary hospitalization. The company manufactures for its New York Sales Office, and does 2/3 of the Philippine manufacturing of pearl buttons from the shell gathered from Philippine coastal waters.

Shell used in 1936 cost ₱184,569; other expenses chiefly labor summed ₱142,331, the whole expense being ₱326,900. Shipments to the home office in 1936 summed 430,028 gross valued at ₱272,463. From 1931 to 1937 it is shown that the average invoice price per gross was 66-6/10 cents

vos, and the average diameter of the buttons 16 lines. The U. S. tariff is 1½ cents per line per gross, plus 25% ad valorem. On this company's product as now running during a typical period, what the U. S. full duty would be can be drawn from these data, also the partial duties: 5% of full in 1941, 10% in 1942, 15% in 1943, 20% in 1944, 25% in 1945, and the full duty after termination of the Commonwealth in 1946 unless intervening congressional action effects a change.

The full U. S. duty would be 72-65/100 centavos, 109% of the present total cost. Had the duty been applicable from 1931 to 1937, "we would have been compelled," says Headington, to pay ₱2,346,477 on ₱2,152,731 worth of buttons which payment would have been absolutely impossible at any time during that period." It is also cited that the buttons are made of ocean pearl exclusively, that the output is too small in the American market to raise objections from American manufacturers in the United States, and the cost too great to admit of undercutting such manufacturers even were the company disposed to do so. Headington concludes that the industry can't withstand the full U. S. duty, or the partial duties. It is apparent that this is true, and further, therefore, that remedial congressional action is advised by governing circumstances so cogently presented as to require no elucidation. Meaning nothing to the United States, it is nevertheless important to the Philippines that such an industry be exempted from the annihilatory provisions of the Tydings-McDuffie act.

WE MANUFACTURE

Drainage Pipes
Hume
Centrifugal
Pipes
Cement Pipes
Floor Tiles
Roofing Tiles
Keystone Bricks
Hollow Blocks
Posts
Clay Bricks
Synthetic Marble
Terrazo

When you have a special problem or want a special job which calls for the use of cement products, consult with "Manila Hume-Pipe" first.

The **BUILDER'S** First Choice

There are intangible qualities in cement products—Values that the experienced cement worker builds into his product. General observation may not reveal these qualities—Superior performance proves their presence... They belong to the art of cement product manufacturing, in which Manila Hume Pipe & Tile Works has long been engaged. Today—throughout the Philippines—Manila Hume Pipe & Tile Works Cement Products are accepted as the recognized standard.

**EQUIPPED TO HANDLE YOUR
JOB EFFICIENTLY**

MANILA HUME PIPE & TILE WORKS, INC.

1003 Cordelera

Manila

Phone 6-71-10