

THE FILIPINO HERALD OF HAWAII

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A NEWSPAPER DEVOTED TO FURTHERING THE PROGRESS OF HAWAII'S FILIPINOS

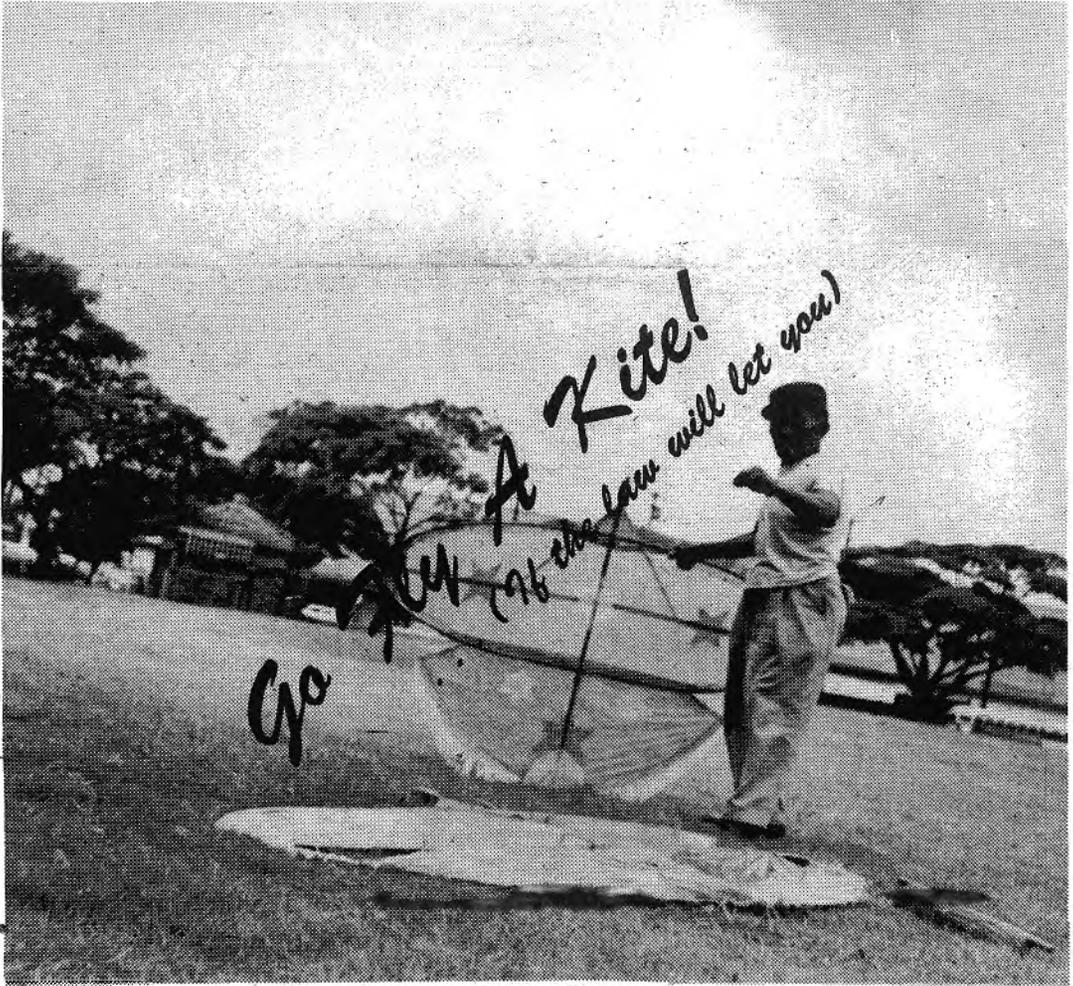
VOL. I—No. 6

June 15, 1962

HONOLULU, HAWAII

Newspapering Under a New Name-- Will It Be the Same Old Game?

Turn to *Barrio Banter*, Page 12



Kite Flyer Finds He Has to String Along With Rest of World -- Pages 8, 9

After The Blast . . . What?



... Nussmann: "What's the problem?"
 ... Jack replied: "I got it. I know just how to do it."
 ... Piyar, "maybe I can help you."
 ... an, amigo," Jack shook his head.
 ... one." And taking a deep breath,
 ... started it out: "I gotta tell you, I've
 ... Wow! Like man, that IS a mouth-watering
 ... of his tomato juice and looking at
 ... came into his eyes and snapping
 ... "I got it. I know just how to do it."
 ... Nussmann cried excitedly: "I
 ... told him, "Just don't inter-
 ... out as I go."
 ... down comfortably, and
 ...

"With all those women marching around
 ... and people all over the world worry-
 ... this, you have got to overcome two things
 ... it," said Jose.
 ... Right off there's the Blast itself. You'd
 ... couple and you KNOW how pretty scary that
 ... Nussmann nodded reverently.

"So whatya do? First, you gotta start by cha-
 ... image of this hero mushroom cloud."
 ... "Oh, it will require real PR genius," Nussmann
 ... "The press releases have got to be coordina-
 ... You have all that Hiroshima and Nagasaki stuff
 ... down. So the first thing you do is to start telling
 ... what a rare treat this will be. You could start
 ... words like 'spectacular'.
 ... "Great!" Nussmann cried, warming to the idea
 ... about a few words like 'awe-inspiring' and 'beau-
 ... "Now, you're picking it up, man!"

Jose nodded, "Those are good words, but I
 ... key word is 'spectacular'—you know, as a
 ... why not build it like one of those teevee sp-
 ... "Joe, m'boy, you're a genius!"
 ... Piyar smiled modestly. "You
 ... work."
 ... "Yeah, but without us—you'd be
 ... man reminded him.

... time. Which means you
 ... thing often enough, they'll believe it every time. Right?
 ... "Right!"
 ... "One of the most successful
 ... is a thing called 'audience participation,' Jose told
 ... Nussmann thoughtfully. "I think you should also work
 ... that in."
 ... "I gotcha!" cried Nussmann joyfully. "How about if
 ... we suggest that people climb up on say, Mount Tanta-
 ... and other high places to get a better view of—of"
 ... "... one of the most spectacular sights in history!"

... that our status
 ... saying that up to no body, there's
 ... anybody. Nobody really knows the
 ... argue with you?"
 ... bled again, his eyes filled with admiration
 ... "Yeah, I forgot about that. We'll simply
 ... reporting each day that the radiation was
 ... such a figure. Kid, you're fantastic!"
 ... Jose pushed aside the compliment, "let's get
 ... business. Remember, coordination is the important
 ... You have got to keep up the excitement and interest.
 ... see—you've built interest and excitement with words
 ... 'spectacular' and 'awe-inspiring.' You need one other
 ... thing."

"What's that?" Nussmann asked with bated breath.
 ... "Suspense."
 ... "Suspense?"
 ... I'm surprised at you—where's your flair for the
 ... And you a veteran at your job!"
 ... "Sorry, Jose," Nussmann told him, "I don't get it."
 ... Jose was beginning to show a little impatience,
 ... he got to have suspense. Without it, like audience
 ... pation, you've got no show."

"It's like this," Jose told him. "You've got everybody
 ... looking forward to this spectacular, right?"
 ... "Right."
 ... "Okay," Jose pointed out slowly, "so with the great-
 ... est show on earth booked, you can't just let the thing
 ... go off on schedule. What'll you do for an encore?"
 ... The idea slowly dawned. "Oh, I get it," cried Nussmann.
 ... like the wolf bit. Everybody's waiting but it doesn't
 ... go off!"
 ... "Right!" Jose cried, "Man, like get with it! IT DOESN'T
 ... GO OFF!"

"And the second night?" Nussmann asked.
 ... Jose shook his head. "Negative, man. Uh-uh. Not that
 ... light either."
 ... "But what do we tell them?" Nussmann wanted to
 ... know.
 ... "That's your problem," Jose said with exasperation.
 ... the weather was bad, or the moon wasn't
 ... —tell them anything!"
 ... suddenly sat up. "Joe, by golly, you ARE a
 ... thing doesn't go off for like two, three,
 ... days.
 ... excitement really shook him now, "one
 ... guy opens his refrigerator door to get
 ... hangover cure and suddenly the whole sky
 ... and his whole living room flashes blue, yel-
 ... and orange."
 ... shrugs up his shoulders and
 ... the time, he's not only made it. And off he
 ... goes to bed!"

The two men slumped back, then, at the
 ... with laughter.
 ... "When their laughter finally subsided, Nussmann
 ... a sudden thought. "Say, Jose, what happens after the
 ... blast?"
 ... Jose looked at him and shrugged his shoulders. "Does
 ... anybody know?"
 ... And with that, he suddenly leaned forward and spoke to
 ... the bartender. "Say, Mac," he said shoving his glass of
 ... tomato juice toward him, "I think I'd like to change this.
 ... Give me the same thing my pal here is drinking—a double
 ... order of "20th Century On-the-Rocks!"

The Tobacco Mess Even Filipinos Prefer American Brands

(Editor's Note: This is the third and final article about the troubles and tribulations of one of the Philippines' major industries — the tobacco industry.)

By JAMES W. COWAN

What kind of cigaret do you like? Hawaii's Filipinos almost exclusively prefer the sweeter American brands of cigarets to the harsher Filipino cigaret.

The PHILIPPINES FREE PRESS, published in Manila, gives these reasons for the troubles in the tobacco industry: "It all started," says an article by Napoleon G. Rama, "with the wrong sort of law that encouraged production of the wrong kind of tobacco.

"Wrong policies of the past administration and the Agricultural Credit and Co-operative Financing Administration, implemented by the wrong people, further complicated the problem. As if the situation were not bad enough, graft and corruption still further compounded the problem."

Add to that another problem — that of individual

taste and the independence of an individual when it comes to satisfying that taste — and the whole picture becomes something less than muddled.

Smuggling of blue-seal American cigarets into the Philippines has been abetted by the failure of local manufacturers to produce cigarets with the mellow taste and quality of the American product. This growth in smuggling activities, according to Internal Revenue Commissioner Melecio Domingo, is costing the Philippine government no less than \$5 million pesos a year in specific taxes.

Filipino smokers prefer American tobacco and it seems too late to re-educate them.

Rep. Lorenzo Teves said recently on the floor of Congress:

"It is well for us to wave the flag and cry out with patriotic ardor: 'Let's smoke our own,' but the force of necessity is unpatriotic. If I

(Continued on Page 13)



FRANK FARINAS
Assistant Cashier

MABUHAY TO ALL MY FRIENDS



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

MEDICARE--Political Hot Potato

Pamphlet 'Fraud,' Says Dillingham

Ben Dillingham has charged supporters of the proposed Federal Medicare program with conducting a propaganda program that is "outright fraud."

He said Medicare supporters prey on emotions to lure 17-million elderly Americans into a solid voting bloc.

Dillingham, candidate for the U.S. Senate, spoke before the Honolulu Lions Club at its monthly luncheon meeting.

Displaying a locally-distributed pamphlet extolling the King-Anderson bill, he noted that the document bore no identification as to origin or sponsorship except a Washington Union printing label.

"I consider it outright fraud to distribute a misleading document which preys on emotions and distorts the facts about an issue as vital to the general welfare as the medical needs of our older generation," he said.

Terming the pamphlet "incredible propaganda of glittering generalities," Dilling-

ham suggested that simple grade school arithmetic would refute its claims in behalf of the King-Anderson bill.

Despite claims that the proposed program would pay the major costs of illness, Dillingham said, analysis shows that the proposed compulsory Social Security scheme would pay only \$42.80 of the \$177 annual average expenditure estimated by supporters of the bill.

"The King-Anderson program does not pay doctor's bills, dental bills or for medicines and drugs outside the hospital," Dillingham declared. "It pays only \$36.80 of an estimated \$49 for hospital care and only \$6 of an estimated \$21 for other medical expenses."

Dillingham said he is not opposed to properly drawn government programs of medical care for the aged.

The problem, he said, is to confine such programs to helping those actually in need, "to avoid buying a pig in a poke."

Kennedy Plan Is Safe, Sane, Says Frank Troy

At a reception given recently in his honor at the Portlock Road home of D. A. Meredith, Frank Troy, Democratic candidate for the United States Senate, criticized opponents of the Medicare Plan.

"On June 15th the Japanese Hojukai Benevolent Society announced that 3,000 of its members would march July 14th in protest against the Hawaii Medical Assn. for opposing the King-Anderson bill which would provide medical and hospital care for the aged under the Social Security system.

"On June 18th full-page newspaper ads announced that Hawaii Medical Service Assn. can now offer medical care for persons over 65. I could more readily 'get with' the attitude of the Hawaii Medical Assn had they brought out their 'Plan 65' before they were forced to by the threat of 3,000 oldsters and 100,000 petitioners."

Troy, a long-time insurance executive, said he considers the social security mechanism an actuarially

sound method of handling this crucial problem. He said he considers the King-Anderson bill as proposed by President Kennedy "a safe, sane, conservative and thoroughly American answer to the problem of medical care for the aged."

Troy was highly critical of the American Medical Assn. and the Hawaii Medical Assn. because of their opposition to the bill.

"They call it 'socialistic,'" he said, "just as the insurance companies called social security itself 'socialistic' 30 years ago when they feared it would cut into their business. Yet social security was a real shot in the arm to the life insurance companies.

"I predict that the medical profession will profit greatly from the King-Anderson medical care for the aged bill. I consider the bill a sound, business-like plan which permits people to set aside a small part of their wages when they are healthy and employed to pay for their OWN care when they are sick and injured. The

great majority of the American people do not want our elderly persons to be dependent upon humiliating charity handouts.

"I believe in the free enterprise system. But I also believe that when private business is apathetic and fails to offer services which the people have a right to expect; then the people should exert the most basic power which is contained in the Constitution of the United States and the Declaration of Independence and is the right of a citizen to petition his Government."

CARLOS RAMELB LEADS LABOR ROUND TABLE

Representatives of Gov. Quinn's office, Mayor Blaisdell's office and City-County, State and Federal agencies met June 14 for a round table discussion organized by Carlos Ramelb, deputy director of the State Labor Department.

Ramelb was assisted by Henry Kuniyuki, Veterans Employment Service representative, in coordinating the second annual session.

Labor Department division chiefs explained their programs and services prior to the round table discussion.

RAMELB



LEFT OUT AND LONESOME—That's downcast Ben Dillingham, sitting over there at the right as Governor Quinn twirls by with beautiful Barbara Balderes, Miss Hawaii-Filipina.



YOU'D BE SMUG, TOO—Governor Quinn looks quite pleased with himself as he glides across the dance floor with Miss Balderes following Miss Hawaii-Filipino coronation ceremony.

U.S. Rift Worries Macapagal

Reports from Manila this week indicated that Philippine President Diosdado Macapagal was growing more concerned over continuing deterioration of U.S.-Philippine relations which could endanger American rights to key military bases.

Despite strained relations between the U.S. and the Philippines arising from the U.S. Congress' rejection of a \$73 million war damage bill, President Diosdado Macapagal sees no reason why the two countries "cannot disagree without being disagreeable."

And referring to resumption of airline service between the Philippines and the U.S.—which was suspended eight years ago for financial reasons—he said: "The United States is the foreign country closest to us, and I hope it will remain so for a long time to come."

Macapagal, who said he is working to bridge the widening rift, said his people were badly disappointed over the refusal by the U.S. Congress to pay to the Philippines \$73

million in war damages.

He was quoted as saying that the refusal has caused "nationwide consternation and disappointment, even indignation."

And he added that in all likelihood the attitudes of the people would be mirrored by government officials.

Macapagal said that the "affection and enthusiasm" of Filipinos for the U.S. would be affected unless Congress reconsiders and takes favorable action on the war damage bill.

Subic Bay Naval Base, Clark Field and Sangle Point — all in the Philippines — are key U.S. military bastions in Southeast Asia.

Macapagal said his government has taken the position that the \$73 million payment is an obligation of the U.S. — "a commitment that must be fulfilled."

He added, however, that there were no other prob-

lems between the U.S. and the Philippines.

About other international matters involving the U.S.,

the Philippine President had this to say:

NUCLEAR TESTS—The Philippines supports test re-

sumption by the U.S., in view of the failure of the Geneva Disarmament Con-

(Continued on Page 15)

Enter Cultural Fields, Lind Tells Filipinos

The entrance of gifted Filipinos into artistic and cultural fields will be this ethnic group's greatest contribution to Hawaii.

Dr. Andrew Lind, University of Hawaii professor who was principal speaker for the United Filipino Council convention-banquet, lauded The Filipino Herald's encouraging emphasis on achievement by Filipinos.

That's the prediction made by Dr. Andrew Lind, of the University of Hawaii Department of Sociology, in his address before the United Filipino Council's fourth annual convention.

Noting achievements by leaders of the Filipino community — doctors, lawyers and legislators — Dr. Lind said, "This is a step in the right direction. But this is only a first step, though a

(Continued on Page 15)

Filipino Council Hears Evangelista

An address by Gov. Jose Evangelista of Ilocos Norte, the Philippines, was one of the major highlights of the United Filipino Council's June 6 convention.

"Forward in 1962" was the theme of both the convention and Gov. Evangelista's address.

Other speakers were Leo

Pritchard, Gov. Quinn's administrative assistant; Jesus Cayaban, president of the Oahu Filipino Council; Justo de la Cruz, president of the United Filipino Council, and Mrs. Mary Sabate, assistant to the administrator of the State Department of Social Service's Oahu Division.



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\$100,000 Survey Eyes Pros, Cons

Gambling Study Opens

The first meeting of the Pari-Mutuel Study Advisory Committee—a group named to investigate the pros and cons of proposed legalized gambling in Hawaii — has embarked on the first step in its four-point program.

At its first meeting earlier this month, the committee began a preliminary investigation designed to "throw more light on the subject."

Other phases of the \$100,000 survey include an analysis by Lloyd Warner of Michigan of gambling's sociological impact here and on the Mainland; an analysis of economic impact on the Mainland and in Europe, estimates of returns Hawaii could expect, and a study of different types of gambling to determine which might be most suitable to the Islands. Five thousand dollars have

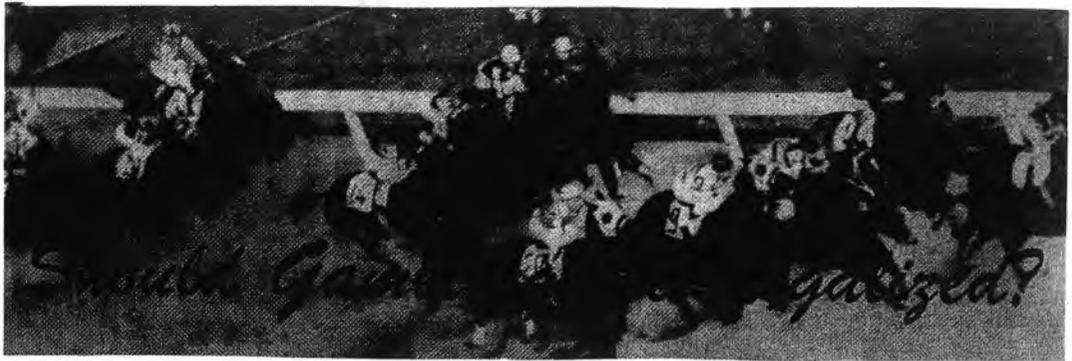
been earmarked for the first phase. If findings indicate the survey should be continued, \$40,000 to \$50,000 will be spent for Warner's sociological study. Another \$15,000 to \$25,000 is available for the economic study, and \$20,000 for an opinion survey in Hawaii.

At the first session, Dr. Lothar Winter of the University of Hawaii's Bureau

of Business Research, who has conducted some preliminary work in the study, briefed the group on what had been done, and what was expected of them.

Members of the study committee were appointed by Elmer Cravalho, Speaker of the State House of Representatives, in accordance with legislation adopted by the House during the 1962. They are:

Miss Teddi Medina, editor of The Filipino Herald; John E. Ahrens, Riley H. Allen, Mrs. Lillian Chang, Edward DeMello, Louis Gonsalves, Ernest Ing, Tony Kunimura, Malcolm MacNaughton, Herman Mulder, Robert Hasegawa, Wilfred Tavares, Calvin Ueki, Gordon von Tempisky and A. E. P. Wall.



PRO

Gambling Eases The Tax Burden

In conjunction with The Filipino Herald's on-the-spot coverage of a cock fight, this newspaper has made an effort to investigate both sides of the gambling issue.

All open minded citizens realize that gambling is currently going on throughout the United States despite the fact that it is illegal in 49 of the 50 states, except in isolated cases.

Without state controlled legalized gambling, the everyday citizen who has the urge to gamble, is at the mercy of the big time gamblers, who are often very unprincipled. With legalized gambling, the everyday citizen would be assured that the person he is placing his bet with will not skip out and take all of the money with him.

With legalized gambling, all gamblers would be required to register and purchase licenses. This would mean that the state would set

up an agency to control gambling and state officials would be able to insure that bettors would not be cheated out of their money.

But the biggest argument for legalized gambling is taxation. We pay all kinds of taxes to operate the government and provide the necessary services to keep the state running smoothly.

Gambling is considered morally wrong by many, but since it is going on anyway, why not legalize it, control it, tax it and let the people who have the urge to gamble ease the tax burden on the non-gamblers in the community?

Many argue that gambling, especially in the form of a cock fight, is a social element. It is an authenticated fact that in Nevada, where gambling is legal, the crime rate is one of the lowest in the nation.

CON

The Cost Can Be More Than Money

Petty theft . . . broken homes . . . embezzlement . . . increased welfare rolls . . . shaky credit . . . political flogging . . .

These, say the opponents of legalized gambling, are the fruits which are harvested in communities where horse parlors, dog tracks, slot machines, bingo and the like have been granted public approval and acceptance.

Gambling, they say, attracts an undesirable element — hoodlums, drifters, easy-money boys, card sharps. These give nothing to the community, but take all they can get.

Homeowners who live near race tracks in many communities have reported the disappearance of clothing hung out to dry, power mowers stored in the garage, lawn furniture on the patio heaped on the car.

Where do they go? Stolen

by the flat-broke bettor who wants to raise another bill to bet on the last race. A quick sale of a second hand pair of wash and wear slacks won't bring in much, but it's enough to hand across at the two dollar window.

And when Dad regularly stops off at the bookie's on his way home from work, or when Mom dips into the rent money to play the slots, it's not long before the family has money trouble.

It can be big enough trouble to send Mom and Dad to a divorce court or put them in line for a welfare handout.

These things have all happened in communities where legalized gambling has won approval. They are documented by national, state and local agencies.

These things could happen in Hawaii.

THE FILIPINO HERALD

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PRESIDENT Dr. Stanley Standa
 VICE PRESIDENT & DIRECTOR Teddi Medina
 SECRETARY & TREASURER Mrs. D. A. Meredith

Our Readers Write . . .



'MEMORABLE' EDITORIAL

Dear Teddi:
 It is good to see The Filipino Herald come into existence. As another source of information it contributes greatly toward understanding of our complex and unique multi-racial community.

The quality of journalism is high. The general "air" of the paper is urbane, yet not cynical. It is sophisticated, yet not pretentious.

The lead editorial of your second issue was a memorable one, and ending it with that magnificent quotation from Malraux showed excellent philosophic and intellectual judgment.

Me ke aloha a pau,
 JOHN DOMINIS HOLT
 Landscape Designer
 Waimalu, Oahu

the people of the State of Hawaii could well be proud of, and it is certainly a blessing to the Filipino people for it is a media of communication in giving information of events that are beneficial and educational.

In the issue of 7 April 1962, Consul General Alejandro D. Yango explained in detail the "Currency Control" and also the formation of young Filipinos' uniting for political action and a great number of news that are very informative. These informations could not have come about without the existence of the Herald.

I hope and I am confident that the Editor and the people working for The Herald, will exert every effort toward its preservation and improvement in keeping with the times and needs of the people.

Best wishes for continued success.

RICHARD CALDITO
 Member Board of Supervisors
 County of Maui

CONGRATULATIONS

Dear Teddi Medina:
 My sincerest congratulations to your Filipino Herald.

Your comprehensive coverage — local, national and international — I find most newsworthy, informative and interesting. Even the non-Filipinos in our community should find your broad coverage both interesting and informative—particularly on matters relating to state of affairs in the Philippines.

Keep up the fine coverage.

Very truly yours,
 YOSHIRO NAKAMURA

Congratulations, Teddi! You and your associates are doing a very good job. Please keep it up. I'll be praying for your continued success.

FAUSTINO RESPICIO

ENLIGHTENING ISSUE

Dear Miss Medina:
 Just recently Senator Randolph Crossley forwarded to me your complimentary copy of The Filipino Herald and I must say that I was very pleasantly surprised. The Filipino Community is certainly to be congratulated on such a progressive undertaking.

Your issue is most interesting and enlightening and we certainly want to stay on your mailing list.

Again, congratulations.

EDWARD BRENNAN
 General Sales Manager
 Aloha Stamp Co.

DISTINGUISHED SERVICE

Dear Teddi,
 Your attention is directed to the Honolulu Advertiser of May 21, 1962 which reported that the Democratic party as a part of its official business had passed a resolution directed to the U.S. Congress to reconsider the merits of the "Philippine War Claims bill."

My family and friends were especially pleased that recently officials of our community through its respective political parties have recognized the Filipinos as a "potential political force," and have included our interests and concerns in its deliberations.

The Filipino Herald has accomplished a distinguished service to our Filipino community by focusing our interests to the responsible leaders of our State.

Very truly yours,
 CHARLES W. AMOR

U.S. Policy Blasted By Sen. Marcos

U.S. policy in Asia was blasted this week by a leading Philippine political figure whose anti-neutralism line appeared even stronger than that of President Diosdado Macapagal.

Sen. Ferdinand E. Marcos, head of the ruling Liberal Party and a likely candidate for president in the next election, said that current American foreign policy raises the fear that the U.S.

might not stand behind the Philippines in a time of crisis.

Speaking to a meeting of World War II veterans who had met to honor Russell W. Volckmann, one-time U.S. guerrilla commander, Marcos said:

"The repetition of vacillation, disorientation and lack of purpose, as well as addiction to compromising with neutralism and with the Communist partisans, have often raised the fear in our minds that our young men today or in the future may be compelled to take to the

(Continued on Page 14)

Cayetano Wins Safety Award

David M. Cayetano, safety director for the Oahu Sugar Co., has received the Safety Engineer of the Year award for outstanding work in his field during 1961.

Cayetano, who has worked for the Waipahu sugar firm for 32 years, has been safety director since 1955.

Before that time, Oahu Sugar Co. had an accident frequency rate of about 19. Since Cayetano's appointment as safety director, the rate has averaged about 3. During 1960, the company worked 1,950,000 man hours without a lost-time accident.

Cayetano attributes the excellent safety record to cooperation by all employees.

"The secret of that teamwork is that everyone agrees that safety is good common sense," he said.

Over the years, Cayetano has won other honors.

He was proclaimed "Man of the Week" by the Honolulu Chamber of Commerce in 1953; was included in the Philippines "Who's Who" of 1959 published in Manila, and the Marquis 1960 Publication of "Who's Who" in

the Western U.S., including Alaska and Hawaii. In 1961, he was featured by the Honolulu Star-Bulletin as the State's "unofficial" Father of the Year.

Cayetano, a naturalized citizen, was born in the Philippines. He came to Hawaii in 1930, at the age of 20. Soon after, he began his career at Oahu Sugar as a laborer.

Cayetano completed high school, then took special courses in business, safety engineering, industrial engineering, and steam-electric engineering.

He is married to the former Felipa Kihano of Waipahu. They have four daughters. Two have attended Mainland colleges; one is a senior at the University, and the youngest is a student at Waipahu High School.



Dear Teddi:
 The article and photos on the "cockfight" are among the most interesting and informative I've seen in a long time. Keep up the good work.

Best wishes for your continued success.

ERNEST N. HEEN
 Councilman

Miss Medina:
 Enclosed please find a check for a year's subscription to The Herald. Good luck and aloha.

Sincerely,
 TADA0 BEPPU

BLESSING TO FILIPINOS

Dear Miss Medina:
 The fact that The Filipino Herald of Hawaii was able in its early stages to weather the usual storms which beset an infant newspaper such as The Herald is extremely significant.

It is indeed highly gratifying for me to say that the accomplishment of this paper in such a short time is an achievement that

More will LIVE the more you GIVE

HEART FUND



He's got his work on a string



By JUNE GUTMANIS

For years Pablo Canoto worked hard.

Every day he arose early, put in a long hard day on the plantation, and retired early.

His days off were spent with his friends, talking, admiring their fighting birds or fishing. If he wasn't too tired he'd go to Mass on Sunday.

He asked little of life and as the years passed his thoughts were mostly of retiring and moving into town.

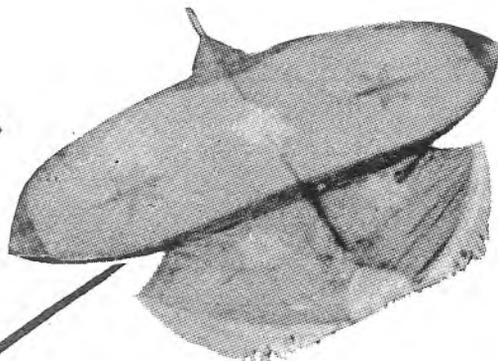
He seemed a man destined to slip quietly into oblivion.

Today Pablo Canoto is something of a hero, a symbol of man's indestructible individuality. All over the world people have heard of the little man whose high-flying kites innocently challenged a half dozen air lines, the huge Federal Aviation Agency and the Honolulu Police Department.

Like most boys the world over, Pablo had loved kites as a child. In his native village of San Manuel, Pangasinan, Philippines, brightly colored, multi-shaped kites



World Flying ---



were part of every celebration and he envied the ability of the men as they maneuvered their kites to amazing heights. He watched with fascination the many contests of speed, distance and skill and especially the kite duels. From his father he learned how they were made and which features were best for each of the desired performances.

In 1917, Pablo and other adventurous young men from his village came to Hawaii. They found a strange new world and to fight their awful loneliness they tried to recall as much of their homeland as possible. They told stories of home, sang songs, played the old Filipino games and once in a while

someone would make a kite. There would be much laughter, some betting on how high it would go and everyone would talk about it for days. As he moved from Maui to Lanai, to Oahu, Pablo's favorite reminders of home were the occasional kite contests held in the plantation towns.

When he retired a few years ago he moved to Honolulu and for a while the excitement of living in town blurred the memory of plantation amusements. But the years of hard work had set a pattern and he soon missed working with his hands. After a while not even the part time work as a yard man filled his time.

Pablo doesn't remember what started him thinking

about building kites. It may have been the chance remark of a friend or something he saw in a Filipino magazine. Whatever it was, he found himself thinking more and more of kite designs as he recalled his father's instructions.

In a few days the vivid memory became a reality. Pablo was flying his first kite since leaving the Philippines. In the next few months he made many more kites. Some a little longer, some a little rounder, others wider or narrower. Each was an attempt to improve over the other.

In 1957, he entered his first contest, winning first place. Several more successful contests followed but it wasn't until early this year that the public heard about Pablo.

In January, puzzled air line pilots began reporting unidentified objects in their entry path to Honolulu Air-

port. Sighted at heights above 1,500 feet, the objects appeared to be large, unusually shaped kites. Systematically, the Federal Aviation Agency checked out the reports and to their surprise the UFO's were kites. Pablo had developed his kites so well they often took over 4,000 feet of line before they reached maximum height.

* * *

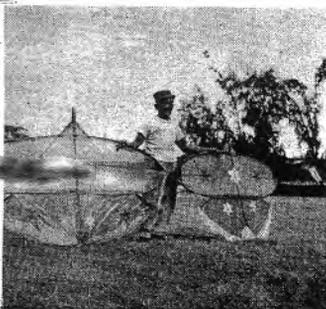
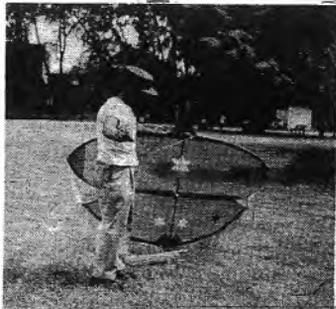
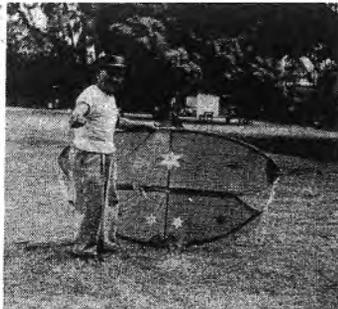
Warned to keep his kites at lower levels, Pablo carefully followed the order until enthusiasm for a new kite got him in trouble. In early April he finished a big red and blue kite sprinkled liberally with stars. Over five feet tall — several inches taller than its maker — the kite had all the special features Pablo liked best. It was sure it would fly higher, farther and faster than any kite before.

Day after day he looked at his new kite with longing. Finally he took it out for just "one little try." Everything went so well he forgot the passing of time and

failed to notice a United Air Lines plane coming in for a landing. The startled pilot made a report of the strange object and within a few minutes a reluctant police officer was arresting Pablo. Unable to post bond, he spent the night in jail. The next morning Magistrate Francis DeMello imposed a \$25 fine, which he promptly suspended.

National news services picked the story up and Pablo's amazing kite engineering feat was featured in a national news magazine. Intrigued but unsympathetic F.A.A. officials in Washington issued a complicated ruling that restricts high altitude kite flying to areas away from airports, airways and clouds.

Undaunted, Pablo is now working on speed and maneuverability. Since interest in his kites has been high, he is making a few to sell. A handsome large kite with four or five feet wing spread will sell for from \$5 to \$7. Each gets the same loving care that he has put in all his kites and he means it when he says "this number one kite."



Enrique Alba Climbed To Goals

By M. GRACE WISNOM

Enrique Cortez Alba, manager of the Filipino Division of the State Savings & Loan Assn., and a director of Bailey's Bakery, Ltd., makers of Top Hat Bread, advises young Filipino June graduates to aim high, be steadfast of purpose, operate within the highest integrity, and work hard.

Alba arrived in Hawaii in 1932 from Piddiz, Ilocos Norte, Philippine Islands, with a firm determination to succeed in the banking business. He had specialized in mathematics and business organization in high school. His interest in banking had sprung from frequent visits to the bank in which his uncles were officers.

The Pacific Bank was his first employer in Honolulu. Fresh from school, he went to work there as a teller, solicitor, and public relations executive. He was with Pacific Bank for two and a half years, when American Security Bank employed him as a teller. He remained there seven and a half years.

For the following 19 years he was a foreign-language teller at the main office of the then Bishop National Bank, now the First National Bank of Hawaii. He specialized in dealing with Filipino depositors.

State Savings & Loan Assn. in December of 1961 hired Alba as manager of the Filipino Division of their main office at 1001 Bishop St., where he now is in charge of production, business development and public relations.

Early in 1962, Alba was elected a director of Bailey's Bakery, Ltd.



ENRIQUE ALBA

Alba is married and the father of three daughters. Two of his daughters, both college educated, are married to college men, and his third daughter has just completed her sophomore year at University of Hawaii. She plans to continue her college career

and will commence her junior year next fall.

Alba's Filipino Division specializes in assisting members of the Filipino community with loans and in obtaining funds with which to build homes. Because of his own modest beginning and steady progress in the banking field, he is particularly interested in financially helping youth causes.

Commenting upon the growing importance of the third largest ethnic group in Hawaii — some 70,000 Fili-

pinos — Alba said their financial status has improved tremendously and they are beginning to be reckoned with as an important buying market.

He feels strongly that employers should give recognition to Filipino personnel in their organizations. Such broad policies are good for Hawaii for, Alba thinks, the more progress Filipinos can make, the more they can contribute to the community in which they live.

Asked how a Filipino can

reach his goals, Alba replied.

"He should specialize in the arts and sciences, in electronics, and in agriculture. Agriculture in the Philippine Islands needs specialists — who will augment their particular talents to develop the economy. Acting as consultants, they can command more pay and reap great satisfaction in building up and improving the economy.

"Many do not realize that the Philippine Islands constitute an underdeveloped country. The ground is rich, the forests virgin, the mines

generously veined with minerals, and the fish hungering to be hooked. There are acres of fields to be tilled, lumber to be cut, riches to be dug from the mines, and canneries to be built. All of these offer boundless opportunities to the young Filipino who specializes in his particular field and goes out to convert the Philippine economy to richer and fuller growth."

agricultural missionaries — who can train others and

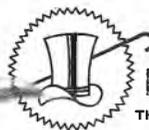


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Philippine NEWSLETTER
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 Manila, Philippines

THE ECONOMY

President Diosdado Macapagal urged reforms in government financial institutions to achieve the following objectives:

- 1—To prevent capital formation bottlenecks arising from inadequate or inaccessible financial resources;
- 2—To develop new savings institutions, instruments, and procedures for channeling of savings into high priority economic projects; and
- 3—To provide attractive channels for the entry of foreign capital.

As prices rose steadily, the government failed to explain that this is part and parcel of the decontrol picture which businessmen and economists expected long before exchange controls were partially lifted in January. Imported items, whether for consumer or industrial use, must increase in peso-value as the peso seeks its realistic value in relation to the U. S. dollar.

CURRENCY

Sen. Alejandro Almendras blamed the drop of the peso value in relation to the dollar on the selling of CB dollars to aliens in the blackmarket. The Davao solon claimed he learned all about it from confidential banking sources.

Lack of foreign currency and the fact that local money tied to local business is the only thing operating in the market, was pointed out by Richard W. Hooley, vice president of the Wolff & Co., Ltd. as the reason why stock market prices refuse to go up appreciably.

When the New York stock market plummeted by 34.95 points recently (the Manila Stock market itself registered a sympathetic 3.71 point drop), there was some fear in the Central Bank that the dollar to which the peso has been pegged in international exchange transactions, might drop in value. Fortunately this possibility has been anticipated in the past; Philippine trade has been gradually shifting to Europe, even while the CB developed a multiple exchange rate system by which the peso may be exchanged with some six other currencies besides the dollar.

PRICES

Soft drinks which used to sell at P0.10 per bottle have climbed to P0.15. This was coupled by an increase of automotive spare parts prices following discovery of damaged spare parts imported by the NAMARCO at the customs area. Prices of school supplies, suiting and footwear materials also climbed due to brisk public buying. Retailers took advantage of the high demand as schools all over the Philippines prepared to open after the summer vacation.

Ironically, while the President ordered the NAMARCO to force down the prices of corned beef and milk by selling them at landed costs regardless of losses, the government marketing agency revised prices upwards. This is to be expected with decontrol and the resultant depreciation of a free peso in relation to the U.S. dollar cost of imports.

Public reaction to the latest NAMARCO policy was unfavorable. There could be no other explanation to present upgrading of prices except that it is one of the effects of decontrol since the NAMARCO now has to import at the prevailing exchange rate. The DCI can only assure that the measure is temporary "until the beneficial effects of decontrol are felt."

LABOR-MANAGEMENT

The first systematic attempt to use the country's human resources is about to be implemented as a committee to carry out the objectives of the Emergency Employment Administration bill was formed by the President. Armed with an appropriation of P100 million, the program will create employment through the following projects:

- 1—Large-scale land clearance and the establishment of agricultural estates.
- 2—Agricultural extension services.
- 3—Promotion of cottage industries.
- 4—Conservation and proper utilization of forest resources.
- 5—Public works projects which promote national growth.

A strike staged at the La Mallorca Pambusco by the LMP Workers Union, which snagged Central Luzon transportation for sometime, ended with recognition of the striking union as the collective bargaining agency in the transport, maintenance, garage and traffic division of the firm pending the settlement of the poll protest by the striking union before the Court of Industrial Relations. Others matters were set aside for future negotiations.

TRANSPORTATION

The Verolme Company of Netherlands offered to set up modern shipbuilding facilities in the country for the mutual benefit of the two countries concerned. The Dutch company is amenable to a partnership

Bill Paz Wears 2 Hats In Overseas Assignment

William (Bill) Paz, a civilian employee attached to the Navy, has added two hats to his wardrobe.

His new assignment — working with the staff of the Navy command which includes the Philippines, Vietnam, Thailand, Hong Kong, Formosa, Japan, Okinawa and Korea — includes work on Area Wage and Classification in the Philippine field office of the Navy's Central Personnel Organization, and duties on the resident officers' staff headed by the Commander of Naval Forces, Philippines.

This two-year tour will be Paz's first overseas assignment.

His career actually began at the University of Hawaii, where Paz received a degree in public administration. Since then, his work in the personnel field has included jobs with the Catholic Youth Organization, Matson Navigation Co., and the Navy, as



BILL PAZ

a personnel assistant.

In 1960, he was transferred to the Federal Aviation Agency, and a month ago he was called back to the Navy.

In his overseas assignment, Paz's duties will include:

Advising Naval commands and other Defense Department organizations.

Coordinating Navy and American Embassy methods

and procedures of civilian employment.

Analyzing procedures and conducting surveys to establish pay scales.

Paz's wife and four children are delighted about his new job.

The family will live either at Cavite or Manila, and all are eager to learn "old country" Filipino customs, and to understand the people.

Paz has relatives in Cebu, and he intends to look them up.

Paz and his wife, the former Anita CHANG, met on the University of Hawaii campus. They were married in their sophomore year. He graduated in 1951.



with the Philippine government if this be necessary.

TAXES & THE BUDGET

President Diosdado Macapagal spurred the drive to bolster revenues to finance his socio-economic program by taking over the helm of the Finance Department himself. According to him, he was prompted to do this by the failure of Congress to pass and amend certain measures, resulting in the loss of millions of pesos in revenue. The only remedy would be to intensify collection. He appealed to the citizenry to cooperate in the drive to collect more taxes. At the same time, he called on Customs and BIR employees to refrain from practices which reduce collections.

But for the government to be able to collect more taxes, BIR Tax Information Division chief Alfonso B. Camillo said, it must be able to show samples of services promised to be returned to taxpayers when they pay their taxes; to show proof that tax money is spent wisely and not on useless junkets; and BIR employees should show prompt and courteous service to taxpayers instead of being arrogant.

In the face of a shortage of primary and elementary textbooks, P12.4 million has been set aside for the printing of at least 14,600,000 books this year, according to NEC Chairman Cornelio Balmaqueda.

INDUSTRIES

Filipino loggers expressed a strong desire to expand and federate in order to better insure preservation and conservation of Philippine forests, and so that smaller loggers would get the same benefits as those being availed of by bigger ones.

M. S. Dweck, executive vice president of Baby Togs, Inc., proposed a top-level conference between the proper authorities and representatives of the garments industry to find out why production and sales of ready-made garments—which can earn dollars in an unlimited U.S. market, are not increasing any. If proper representations were made in the United States, Dweck claimed, the garment industry might be able to get some duty privileges from Washington thereby accelerating its possible growth into a P100 million-a-year industry.

PRODUCTION

A government inter-agency committee predicted a rice surplus production of four million cavans of clean rice or eight million cavans of palay during the crop year ending June 30. Zamboanga del Sur alone is expected to ring a surplus of 800,000 cavans of palay as the yield per hectare in this province increased 6.5 percent in the last four years. This was the result of better irrigation and the utilization of better farm tools. A hundred hectares of marginal rice lands have been converted for planting with other crops in that province.

Meanwhile, the Abaca Development Board called for a halt to the "Pojada" system of stripping abaca fiber which usually results into indiscriminate cutting or turning of stalks, mature or not, in the workers' efforts to meet a production quota. The "Pojada" is effected by selling the entire plantation to strippers who would then strive to make the most profit by cutting indiscriminately.

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 find the answers
 in time to...
HELP YOU



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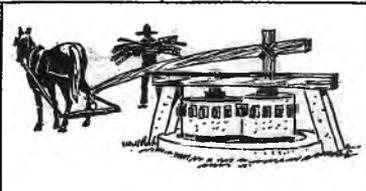
Today America's research scientists are on the verge of important breakthroughs in the control of heart diseases. They need your Heart Fund dollars more than ever now — to expand their research and speed their victory over America's #1 killer.

More will LIVE
 the more you GIVE





ATTRACTIVE SHEILA ASCALON of the noted Bayanihan Philippine Dance Company presents the first tickets to Mayor Neaf Blaisdell for the appearance of the troupe next month at the Waikiki Shell. In addition to Honolulu appearances July 28, 29, 31, and August 1, the dancers will also perform on neighbor islands. Miss Ascalon is in Honolulu en route home to the Philippines with the Bayanihan currently appearing in Tel Aviv to be followed by presentation at the Seattle World's Fair before arriving here.



Juan Pakuan, a legendary figure in Philippine folklore, is the pen-name of a locally prominent citizen. Opinions expressed by Mr. Pakuan are entirely his own and do not necessarily reflect the views of The Filipino Herald.

Lorin P. Thurston and Elizabeth Farrington have been removed from domination of the two major daily newspapers.

Their court battles to retain their publishing roles were marked by bitterness, and by corporate and family dissension.

Charges and counter-charges were hurled, and out of it all came most interesting revelations concerning the business and private lives of the principals.

The Thurstons and Farringtons long have been rivals in the political arena. And the political successes of the Farringtons obviously rankled the Advertiser's Thurston.

The Star-Bulletin—was—and is—an avowed Republican paper. The Advertiser likes to be referred to as an "independent," but it usually reflects the Republican outlook.

Political observers have noted that only when a Democratic candidate opposed the late Joe Farrington for Delegate to Congress did the Advertiser support a Democratic candidate.

The ability of the Farrington and Thurston newspapers to influence Hawaii's elections appeared evident in the Republican dominance of Territorial Legislatures for over 50 years.

Before World War II, both papers were consistent critics of Franklin D. Roosevelt's administration. Their anti-labor attitude is frequently cited as a major obstacle to Labor's inability to organize here in pre-war years.

Corporate records of the two newspapers show comfortable salaries and dividends paid to those on top, and less comfortable wages for editorial and business office employees.

The sudden departure of Lorin Thurston and Betty Farrington from their newspaper positions has been met with surprise by the public.

There is a growing hope that Honolulu will now have a different brand of newspapering—a

brand that is perhaps more representative of Hawaii's varied social, ethnic and economic groups.

It is to be hoped that the new managers and owners of the two major dailies will serve the best interests of the State and the Nation.

The newspapers of the Philippines today are reminiscent of American journalism at the turn of the century.

The press reflects the growing pains of a new republic with raw and undeveloped resources.

On balance, the Philippines press has been a progressive force in the Philippines rise in the post-war years.

They have led the way in advocating improved public health, expansion of the school system, wider participation in politics and business and political reform.

The basic principle of our Declaration of Independence—the preservation of equal opportunity—has been the rallying cry of the editors of many of the Filipino newspapers.

They have been most articulate in their efforts to break up the partnership of private interests and political bosses which have dominated the government in the past few years.

President Diosdado Macapagal won on the promise, among others, that he would "send the grafters and influence peddlers to jail if elected."

The success and effectiveness of Macapagal's administration hinges on his fight to remove "the grafters and influence peddlers."

In this battle he has the majority of the press as his allies. The more than 3,500,000 votes received by President Macapagal indicates he also has the support of the citizens of the Philippines.

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The Tobacco Mess

(Continued from Page 3)

were now to go from table to table in this assembly and inspect the pockets of those who have the habit of smoking. I feel quite certain that the vast majority of the cigarette packs I would find would be 'blue seals' (American)."

None of the smoking legislators challenged his statement.

So, the tobacco problems are not only political and economic, but emotional as well.

Where does the solution lie, if, indeed, there is a solution?

It would seem, in retrospect, that the Philippine government must originate reforms. Painful though it may be, responsible officials must reassess the tobacco situation. While emotional and political considerations have colored the problem so far, they have not been the considerations which, in the long run, have resulted in a solution.

Government action might begin with strong legislation which would state firmly what types of tobacco must be produced to manufacture marketable cigars. Unusable tobacco should not be planted, and certainly not subsidized if the industry is going to grow.

The government must maintain continuous watchfulness to prevent any sort of collusion between its agencies and the growers or representatives of growers.

The government must set up and maintain rigid standards of quality in order that the tobacco produced can be moved onto the market through the manufacture of cigars, cigarettes and other tobacco products.

More markets must be found and it would behoove the government to spend some of its money (which is now going to an advertising agency) in research to develop the products and widen the markets.

Before tobacco boomed, land was put into other agricultural products. Research may reveal that other crops may be grown on the land producing non-usable tobacco — foodstuffs, or fiber, which have a more promising market than tobacco.

Manufacturers should also set up their own quality standards and increase their

research and quality control efforts to stave off the encroachment of "blue seals." If the manufacturers are not able to do so themselves, they are entitled to a boost from the government in the form of technical advice, perhaps, or research subsidies.

Legislators must take a new look at the tobacco situation in light of Philippine-American relations: If the Philippine tobacco will not sell on the open market without its being mixed with the mellow Virginia type tobacco, and the Virginia type tobacco cannot be grown in the Philippines, it seems outlandish to assume that the tobacco industry will do anything but fail if the Virginia tobacco is not imported.

On the other hand, American legislators might do well to review the reasons for passage of the Langley-Lauriel Agreement which raised by 50 per cent the tariff duties on tobacco imports.

Does the United States really need that increase, in view of the fact that it has been stated time and again that the United States is interested in developing stronger mutual security in the Far East? It would seem that the best way the United States could help strengthen its friendly neighbor, the Philippines, would be by helping the Philippines to strengthen its economy.

It was aptly put in the first of these articles by Enrique C. Alba, president of La Patria Tobacco Co. and head of the Filipino division of State Savings and Loan Co. Mr. Alba stated:

"I suggest it would be wise for the United States to encourage and support the building up of the economy of the Philippines through more liberal trade agreements and technical aid. By helping to build industries in the Philippines, the United States would be helping to enhance the Philippine economy and the people's standard of living."

He added, "The United States would then be helping the Filipinos to help themselves, and the Philippines, in turn, would develop into a lucrative market for United States products."

Perhaps the first step should be taken by the Philippine government, if only in the appointment of a respon-

sible group to draft new legislation drawing upon the lessons learned in the past, and the present situation. That committee also could draft a government program based on a long-run objective.

When the program is instituted, the rules laid out and the objectives firmly in mind, it would seem that then would be the proper time for Philippine officialdom to approach the United States for technical aid, for a plea for lower tariffs.

Tobacco legislators in the United States, perhaps encouraged by the healthier Philippine tobacco situation, may then see fit to withdraw their objections to payment of the \$73 million war debt to the Philippines.

It is apparent that the longer action is delayed, the longer the costly, bungled, unmanageable tobacco situation will continue. Unless immediate steps are taken the Philippines stand to lose not



COUNCIL CHIEFS—Justo De La Cruz (third from left), United Filipino Council of Hawaii immediate past president from Wailuku, Oahu, congratulates incoming president Nicanor Domingo of Paunene, Maui, in the presence of other UFCH officers, all from Maui. From left, Asiselo B. Sevilla, secretary; Ralph Acoba, vice president; Rafael Cababa, auditor; Pepito Ragaza, treasurer. Sponsor of the annual Fiesta Filipina celebration, the UFCH plans to hold its annual convention on the Valley Isle in 1963.

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Fil-Sports Ramblings

By LARRY MEDINA

Three outstanding members of the St. Louis Crusaders nine this year were Stan Cabico, pitcher; Ben Ronquillo, 3rd baseman, and Flor Galinato, outfielder. Cabico with a 7-1 win-loss record during the regular season; Ronquillo who batted well over .300 besides being a good glove man and a speed demon on the basepaths and Galinato, who pounded the horsehide over 400, all made the Bulletin All-Star team of the HIB league.

Cabico and Ronquillo made the first team and Galinato was relegated to the second team due to the sensational play of Clint Albaso, Punahou's great all-around athlete.

These boys were the only Filipinos in the Honolulu Interscholastic Baseball League this year and all four in the opinion of this writer would have been named to a mythical All-State Baseball team had one been selected. Tops in any league, we say!

Anacleto Battad, Fil-Hawaiian deaf-mute welterweight, gave a creditable performance in losing to the kayo punching Hurricane Kid in an eight-round-main event held recently at the Civic Auditorium. The lethal punching Kid was expected to make an abbreviated affair of the tussel but failed to even floor the granite jawed Battad.

Speaking of boxing, Kailua's Antonio Gereralao, '36 Territorial lightweight titlist and ex-pro, is still in top shape. Now pushing 50, Tony still carries his fighting

Merlyn Raco, 18-year-old son of Mr. and Mrs. George Raco of Plum street, Wahiawa, was recently named as the "Outstanding Athlete of McKinley high school."

Merlyn, co-captain and blocking back of the Tigers, was also a consistent point getter for the Mick swim team as a breaststroker.

During the year he was voted as McKinley high school's "Most Valuable Football Player."

Small as far as athletes go at 5 feet 4 inches and 145 pounds, Raco more than made up for his lack of stature and beef with tremendous hustle and determination. According to his coach, Joseph Tom, Merlyn was just an average player but



JAUNT AGAINST IOLANI

his terrific drive, desire and determination elevated his play to outstanding performances thruout the season.

Highlight of Raco's consistent play was a spectacular return of 105 yards of an intercepted pass against the Iolani Red Raiders.

A senior, Merlyn hopes to matriculate at either the Church College of Lale or the University of Oregon.

Marcos

(Continued from Page 7)

hills to engage in guerrilla warfare all over again should America repeat its decision to abandon the Philippines as it abandoned Laos, North Vietnam, North Korea, the mainland of China and, in

the dim but recollectible past, Bataan and Corregidor."

But the Senator, also a former guerrilla commander, did find some complimentary things to say about the U.S. He approved of American troops being sent into Thailand, and a return to guerrilla-style tactics in American planning.



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**JAPAN
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LINES**



PHILIPPINE PULCHRITUDE—Kauai's most outstanding Filipino high school graduate for 1962 from Waimea high school, Miss Barbara Baldaras (center) daughter of Mr. and Mrs. Mariano Baldaras of Waimea, Kauai, was crowned Miss Hawaii-Filipina by Gov. Quinn, Saturday, June 23, 6:30 p.m. at the Hilton Dome. The 17-year-old miss is the first Neighbor Islander to win the crown since the annual Fiesta Filipina celebrations began four years ago. Her court from left included Linda Medina, Miss Congeniality; Nela Castro, Miss Independence; Julia Rebecca Mamuad of Molokai, Miss Sampaguita; Carol Galarita of Maui, Miss Mindanao; Maria Valardo of Waianae, Miss Visayas and Cecilia Fernandez, Miss Luzon.



A CROWD OF MORE THAN 500 witnessed the Fiesta Filipina queen contest finals at the Hilton Dome. The 10 contestants are shown on stage just before the judges announced winners.

Lind

(Continued from Page 5)
 necessary one."

He explained that many Filipinos are most gifted in art and culture, and that these are the fields in which "they will get the greatest satisfaction — as well as giving the larger community."

Dr. Lind noted that there in the past often has been



emphasis on negative aspects of Filipino participation in island affairs.

"But a generation has passed since the bulk of the Filipino immigrants came to Hawaii," he said, "and most of the maladjustments that existed then have been corrected."

U.S. RIFT

(Continued from Page 5)
 ference.

U.S. FOREIGN POLICY

— His government agrees with dispatching troops to Thailand within the scope of the Philippine-supported SEATO. But, Macapagal said, he still opposes support of neutralism in Laos. He said he regards neutralism as "the gateway to Communism."

ITALIAN SWISS COLONY




*Italian Swiss Colony Wines are perfect for your
 _____ or are entertain-
 ing guests.*

Try some today.

JOHNSTON & BUDNER, INC.
 HONOLULU • HILLO • KAHULUI • LIHUE

THE HONOLULU BULL-TEASER

I am the Bull

I am the Teaser

A Statement To Our Readers

The following statement was issued today over the signatures of Spinn Yoyo, president of the Honolulu Bull, Ltd. and Merton Branch-Jones, president of the Teaser Publishing Co.:

One afternoon over a cup of coffee in the Hobnob Restaurant we got to talking about the ever-multiplying problems of the newspaper business. Both of us agreed that we each personally could handle *half* of the problems and we came up with an idea that seems electrifying in its brilliance — non-merger.

After brainstorming the idea over another cup of coffee we realized that not only ourselves but our readers and advertisers as well would benefit greatly from the plan. We poor newspaper people in the administrative and writing echelon, will be less harried and driven. Our reporters will be spared the psychological damage resulting from the present competition to get scoops. (Scoops will be equally divided between the two papers.) Our editorial writers will share ideas — two heads are better than one; but nothing smacking of fraternization will be permitted.

In the production end, we will save heaps of money because we'll have one building, one press, one set of production men, instead of two. Savings in wages alone will be astronomical.

Our advertisers will reap the benefits of these savings because they won't have to pay any more for advertising space than they do now; instead of signing contracts with two media, they will have the advantage of a package deal, which will allow discounts to begin with the second ad in either paper instead of with the second ad in one of the papers. Advertising copy writers, relieved of dog-eat-dog competition now raging, will be able to produce more lucid, persuasive and loving copy.

We know all of you readers are saying "That's all very well, but what about us?" You people will be able to take it easy, knowing full well that if you miss it in the Bull you can read it in the Teaser. Watch the columns of both papers for interesting suggestions regarding how this saved time can be used to your benefit. One idea that occurs to us at this moment is that each of you spend the time making your own investigations into the qualifications of candidates for public-office — just in case we miss anything.

Needless to say, all of you readers will benefit from the fresh viewpoints and more polished writing which will be brought to the papers by writers who are really relaxed. There will be no need for slapdash, sloppy work because the heat will be off.

"Both of us are convinced that this production plan will prevent monopoly. We haven't figured out yet just how this works, but we'll come up with something in the next day or two.

"These papers have always supported the philosophy that children should not be overworked. Therefore there will be no cooperation at all between the two circulation departments. Your Bull newsboy will still be the same lovable kid you've always had. Ditto for the Teaser.

"It came as rather a surprise, we must admit, that this idea is not an original one. Many mainland cities have plans exactly like this — some are even more closely knit in their operations, but we don't approve of that!"

After receiving the congratulations of the group of excited reporters gathered to hear the announcement of this momentous event, Messrs. Yoyo and Branch-Jones repaired to the beach.

We love each other but --



Non-Merger Announced

A letter to our readers from the Editor of the "Teaser":

This is no Bull. In view of the fact that the Bull has printed in its entirety the announcement of non-merger of the Bull and the Teaser, there seems no need to reprint it in the columns of this paper. This is a perfect example of what we are trying to do, — relieve our readers of work and boredom. So — see you at the beach!

We're not ready to get married

EDITORIAL

In the interest of our patrons, the Bull and the Teaser, and to aid them in their earnest desire to save money—we contacted Messrs. Yoyo and Branch-Jones on their goza mats at Waikiki Beach. It was mutually agreed that since it was the money and not the principle of the thing involved both could share the same page for their ads.

— LATE NEWS BULLETIN —

More Announced

Waikiki Beach — From beneath a large umbrella, in the shadow of Diamond Head, Messrs. Yoyo and Branch-Jones issued the following statement regarding latest developments in the recent non-merger, said: "We will *not* form a third corporation to administer the non-merger business because corporations need officers, officers must be paid, and to save money we have decided to have the Fil. Herald publish our paper.