

# ENTERTAINING THE TOURIST

## Government Initiative And Private Enterprise

BY A SPECIAL CORRESPONDENT

In the present all-out drive by the Government to promote and encourage local industries and to attract foreign capitalists to invest their money in Malta, what is most likely to succeed is the Tourist Trade, mainly because the greatest difficulties, such as the absence or insufficiency of power, raw materials and foreign markets, which have always obstructed the development of other projects, are not so important in this case.

A matter for gratification, which, properly developed, should be able to rival some of the most famous beauty spots in Europe. Now, that Government and private enterprise are cooperating as closely as is possible under the circumstances, what requires to be done is to make

the public itself tourist-conscious by helping morally and, where possible, financially, to make our visitors' stay as pleasant as possible, as do the people of Spain, Italy, Greece and other countries where the tourist trade is an important part of the national economy.

### TRANSFORMATION

All beginnings are difficult and, after so many years of neglect, it would be unreasonable to expect miraculous transformations overnight. But, now that a solid foundation has been laid, there should be no reason to doubt that, with the help of the Tourist Entertaining Co. and similar enterprises, Malta can gradually be developed into an attractive and important Tourist Centre.

## RANDOM REFLECTIONS

BY A STAFF REPORTER

It is a comforting thought in a sometimes comfortless and often frightening age to know that there is a vast capacity for good all around us. There are so many individuals, whose number is legion, as well as organizations who give much of their time to alleviating the lot of their less fortunate fellow men.

To name but a few of these organizations, there are the Ladies Hospital Visiting Committee, the Pro Infantia, the Catholic Women's League, the Save the Children Fund, the orphanages and so many more who work diligently and unobtrusively.

Take as an example, the Ladies Hospital Visiting Committee. This group of ladies, headed by their active and untiring Chairman, Lady Laycock, visit the hospitals during the year. But it is at Christmas time that they are at their busiest, for it is then and throughout the month of January that Lady Laycock and her helpers visit all the hospitals in Malta and Gozo, distributing gifts and holding parties for the patients.

Lady Laycock distributes personally woollen garments to the men and women and toys to the children; then, of course, there are cakes, sweets, cigarettes, soft drinks, etc.

The woollen garments are knitted throughout the year by the Ladies Knitting Circle, who meet once a month to hand in the completed garments and to replenish their stock of wool.

The other gifts are the contributions of kind-hearted individuals and Firms who respond so generously to the appeal of the Committee every year.

All this requires large scale organization which is well rewarded by the heart-warming pleasure the patients obviously derive from these parties.

Further visits to some of the hospitals are made as often as twice a month by ladies of a sub-committee, who again take small gifts and comforts to the patients and even spend some hours playing tombola with them.

### MEDICAL BOARD

The Medical Board has been constituted as follows: The Chief Government Medical Officer, Chairman; the Senior Medical Officer, the Senior Health Officer, the Professor of Medicine, the Professor of Surgery, the Professor of Midwifery, the Professor of Hygiene, the Hon. Professor P.P. Debono, O.B.E., M.D., Dr. G. Busuttill, M.D., Dr. H. Harding, M.D., Professor J. Ellul, M.D., Mr. A.J. Bonnici Soler, Secretary.

### Additional Members

The Assistant Director of Public Works, the Senior Engineer, Public Works Department, Dr. F.G. Callus, M.D., Sister Aldegonda Farrugia, S.R.N., Mr. A.A. Agius, Ph.C., Professor V. Vassallo, M.D., Dr. P. Micallef, M.D., Lt. Col. P.E. Wilkins, Q.A.R.A.N.C., Prof. E. Lapira D.Sc., Mr. F.L. Nassetta, D.D.S., Mr. F. Ellul, Ph.C., Capt. J. Mercieca, D.D.S., Dr. M. Caruana Curran, LL.D., Mr. E. England Sant Fournier, B.E. & A., Mr. W.E. Felice, Ph.C., Mr. G. Saliba, Ph.C., Mr. A.M. Darmania, Ph.C., Mrs. P. Bongailas, Mrs. V. Bonnici, Mrs. A. Saliba, Miss Mary Margaret Cuzner, S.R.N.

Seed" with their insidious influence. No wonder they find themselves losing their sense of true values to the extent of getting hysterical over an infiction like Elvis Presley!

It must be recorded, however, that several good full-length feature films are being shown ranging from the hilarious like "The Baby and the Battleship," part of which was filmed in Malta dockyard, to the endearing "Spanish Gardener" and the fascinating "The Silent World," whilst others like "Giant" are forthcoming.

Overheard at the Valetta bus stop — "The Kingsgate Fountain will not be revealed until advertisement fees for posters fixed on the hoardings around it will have reached the requisite sum of about £70,000."

### Ballroom Queen

At the Ballroom Queen Festival held at the Hotel Phoenicia last Sunday, 17-year-old Miss Isabelle Zammit, "Bella" as known to her friends, was elected Ballroom Queen and Miss Charm of 1958.

As a result there is to be a parade through the streets this coming Sunday. Miss Charm will be driven in a sleek, modern car — no doubt of sumptuous dimensions — and escorted by a posse, escort or what-have-you of UDO-fans through several towns and villages of the Island.

Let us hope for clement weather next Sunday so that the lads and lasses can turn out to cheer this new and novel venture.

### At the Cinema

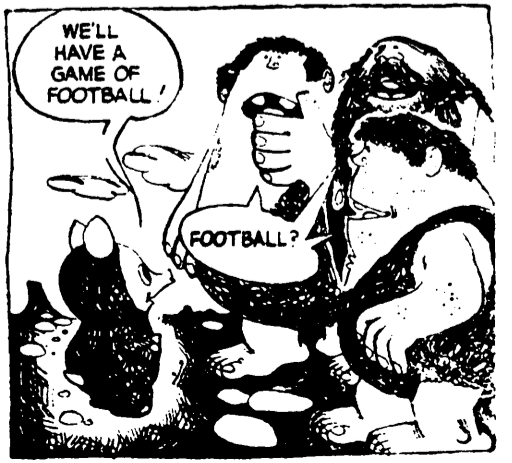
For the past weeks the short supporting film features have consisted of travelogues which have been shown over and over again, of a number of ridiculous "comedies" made circa 1935, depicting women wearing appalling hats and the men sporting flashy moustaches, while the reissues of cartoons have, through repetition, long lost their interest.

One person has seen a short on Venezuela so often that he almost felt a personal satisfaction in the recent coup which deposed the President — he hopes, perhaps now, the Renters will withdraw this historic piece. Now new cinema regulations come into force next Saturday.

It is not surprising that many of the young people who flock to the films every day, are inclined to set their standards by the trash they are shown on so many occasions and by such films as "The Bad

If this column were a glass of Hop Leaf it would now be empty. All the best from FARSONS

### RUFUS AND FLOOK



By TROC



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