this column were a glass

HO

would now

be empty-All the best from FARSONS

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.

the prompt response which Government initiative has received from private enterprise, most of all since the formation of the Tourist Entertaining Communication. tertaining Company Ltd., which has been set up to help in the development of Malta as a tourist centre and to cater for all the requirements of tourists in general.

MEMBERSHIP

As at present constituted, the Company membership is a fairly representative crosssection of the general public, who have thus shown themselves to be fully alive to the needs of the country and to the importance of the enter-prise which has been set on

The list of shareholders includes a large number of leading industrialists, representatives of the shipping, tourist and catering trades, members of the professions bers of the professions, and well-known financiers and business men.

business men.

A strong and representative
Board of Directors has been
formed under the Chairmanship of Mr. L. de Giorgio,
whose business acumen and
flair for organization have
been proved by the success of the Malta Airways Co. which he founded shortly after the war in association with a British corporation.

INITIAL CAPITAL

The Board includes a Man-The Board includes a Managing-Director with wide experience of banking and finance, who is also a well-known organizer of entertainments, as well as two barristers and an experienced hotelier. This will ensure that the activities of the Company will be given that "tone" which, with few exceptions, is so sadly lacking in the local catering business.

catering business.

The initial capital, which has been promptly subscribed, is to be doubled shortly and will be increased still further in due course to cope with the ever expanding activities of the Company, which are to include a series of first-class restaurants and cafeterias, new hotels, swimming pools and similar places of entertainment.

The newly constructed Boschetto Road House has al-ready been taken in hand, and it is understood that the Company is now interested in the who again take small gifts are inclined to set their stan-Cafe Premier, Valetta, and in and comforts to the patients dards by the trash they are the site of the old Saluting and even spend some hours shown on so many occasions Battery, at the Upper Barakka playing tombola with them.

A matter for gratification, which, properly developed, in this connexion, has been 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.

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 ComAt the Ballroom mittee, the Pro Infantia, the Catholic Women's League, the Save the Children Fund, the orphanages and so many more who work diligently and un-

who work diligently and un-obstrusively.

Take as an example, the
Ladies Hospital Visiting Com-mittee. 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 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 hospitais 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.

course, there are cakes, sweets. cigarettes, soft drinks, etc.

The wcollen 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 obvicusly derive from these

Further visits to some of the hospitals are made as It is not surprising that often as twice a month by many of the young people who ladies of a sub-committee, flock to the films every day.

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

As a result there is to be a

As a result there is to be a parade through the street 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 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. their interest.

One person has seen a short on Venezuela so often that he almost felt a personal satis-faction 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.

and by such films as "The Bad

MEDICAL BOARD

The Medical Board has been constituted as follows:

Constituted as Iollows:
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. Debone Hon. Professor P.P. Debono, O.B.E., M.D., Dr. G. Busuttil, M.D., Dr. H. Harding, M.D. Professor J. Ellul, M.D. Mr. A.J. Bonnici Soler, Secretary.

Additional Members

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.

EFLECTIONS

FREPORTER

the in a sometimes comfortless overnight.

The Assistant Director of Public Works, the Senior Engineer, Public Works Department, Dr. F.G. Callus, M.D., Sister Aldegonda Sarturugia, 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. Darmenia, Ph.C., Mrs. P. Bongailas, Mrs. V. Bonnici, Mrs. A. Saliba Mary Margaret Cuzner, S.R.N. The Assistant Director Mary Margaret Cuzner, S.R.N.

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

fliction like Elvis Presiey!

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 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."



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