

The Tourist Trade In Malta

MUST HAVE PLACE IN RECONSTRUCTION PLANNING

BY L.J. DE GIORGIO

The idea of developing fully the tourist trade in Malta has gained ground in the minds of many in Malta. Why should Enna, which is a stone's throw away from Malta, be so popular with tourists every season? Why should Agrigento and Taormina and, lately, also Tripoli be frequented by the Cosmopolitan World, while Malta, which is only a few miles away, and now only a few minutes by air be overlooked? Are the attractions of these tourist resorts greater than those of Malta?

These foreign resorts have not the advantage of the English language and British money exchange as is the case in Malta. It is more for the Anglo-Saxon and American tourist and traveller to find himself in a place where he is sure to be understood by all and where he has all the advantages of the exchange in his favour?

Are our climatic conditions inferior to those of Agrigento? I need not comment on this latter point in particular. Besides a mild winter we are blessed by the surrounding sea, which is in itself another important factor to make a place a health resort.

Our well-known Opera House was heavily damaged by enemy bombs, but I understand that its reconstruction is only a matter of months. None of the tourist centres to which I have referred can claim to have such an attraction so ideal to all tourists.

What else have those places which might attract the tourist, that we have not got? They might have something which we do not possess, but in many other things we are superior to them.

The prosperity of a nation depends primarily on the faith of its own people, who should be taught to think and believe of being equal if not superior to others. There are still a few armchair critics who allege that what is foreign is good and what is Maltese is bad.

"The world is a great book; of which only a few men stir from home read only a page." Some great man must have said so, and so many have followed this great man's advice.

Let us exploit and if needs be embellish the Malta page in this great book.

God has given us a small piece of land but surrounded by a huge blue sea and covered by a canopy of a bright sunshine practically all the year round.

Sunshine! The raw material for a successful and profitable tourist industry!

God has given us also a place amongst the cultured nations, in the middle of the cradle of civilization.

Hospitality has always been accorded by the Maltese to everybody without distinction of nationality, race or creed. These coupled with other important factors, have rendered Malta a renowned place of rest, of comfort, of pleasure and of study.

There is thus no reason why Malta should not, in the days to come, be the land of attractions to those hundreds of tourists who

following Shakespeare's wise advice: "Rather see the wonders of the world abroad than, living daily, sluggardized at home, wear out thy youth with shapeless idleness".

The local capitalist and the enterpriser should understand the importance of this very profitable industry to the economy of the Island.

The example set by the Malta Hotel Company Ltd, in investing a large capital to build a hotel, is a stimulus to the tourist industry.

Malta still lacks a luxurious restaurant, a Casino or a Kursal, where dancing and other entertainment could take place. A firm owning a sufficient number of luxurious motor-cars to cope with all future demands should be formed. A drive round our incomparable promenades of Sliema, St. Julian's, Safina, etc., is invariably included in any excursion programme.

The sightseeing tours, which I organized in the pre-war days for Cook's Cruising Steamers have, without exception met with considerable enthusiasm by all tourists. They found Malta unusual and attractive indeed.

The archeologists, and there is an army of them, will find in Malta their Assuit and their Assuit. Many prominent tourists have expressed to me their astonishment when they knew that tourist traffic in Malta was not so badly damaged.

The disappointment which I experienced on many an occasion since my arrival in Malta from the Continent, where I lived for many years and had the opportunity of watching the development of the tourist trade in places like Tangiers, San Remo, Stresa, etc.

In reconstruction plans the tourist industry claims a prominent place as a sure source of wealth.

BRITISH RED CROSS POSTAL MESSAGE SCHEME

The Information Office will be open from 2.30 to 4.30 p.m. every Wednesday, starting on Wednesday October 4 for the sending of Red Cross Messages. The Office will open as usual on Monday mornings from 10.30 to 12.30 p.m.

POSTAL SERVICE WITH FRANCE

The Postmaster General notifies that the Postal Service between British Empire Countries and all places in the Departments of Calvados and Manche in France has been re-established. This service is until further notice restricted to non-illustrated matter containing messages of a purely personal or family nature.

The postage rates payable for ordinary letters are 3d. for the first ounce and 2d. for every additional ounce or fraction of an ounce.

Letters may be sent by Air Mail up to London only. The rates payable are 1s. 3d. per half ounce plus ordinary postage.

ZABBAR MURDER CASE

A petition to His Majesty's Criminal Court to stop the publication in the Press of evidence given in the preliminary investigation in the case of Joe and John Connell and Edward Burnell, charged with the murder of Joe Connell's wife, was made by Counsel for Defence, Dr. Joseph Flores, and was acquiesced to by the Court.

Monday's Fire at Marsa



FROM MY PARROT
Overheard:
"What is that officer?"
"A paragraph-trooper of the Armchair-Borne Division."

SOCIAL AND PERSONAL

Major Strickland
Major Roger Strickland has returned from a course of military duties in Italy and has resumed his duties as Official Member in the Executive Council.

BIRTHS

ATTARD. To M. Stella nee Galea wife of Mr. Joseph Attard at Josephine House, Naxxar Road, Birkirkara, on the 25th September, 1944 the gift of a son — FRANKY.

OBITUARIES

CASSAR. On the 26th. September, 1944 at Sliema. Dr. ARTHUR CASSAR, M.D., late Superintendent Central Civil Hospital, at the age of 61. He leaves to mourn his loss his wife Theresine, his sons Bernard and Godfrey, his daughters Mrs. J. Micallef and the Misses May and Jane besides other relatives and friends — R.I.P.

BRITISH INSTITUTE—MALTA AT HOME

The Acting Director of the British Institute in Valetta requests the pleasure of the company of all members of the Institute at an "At Home" at the Auberge D'Aragon on Sunday October 1, 1944, from 6 to 8 p.m. Members are requested to accept this in place of a personal invitation.

1944-45 membership cards should be presented at the door.

BRITISH INSTITUTE GHAWDEX

The British Institute, Ghawdex, will open its 1944-45 season with a Cocktail Party, for members tomorrow, Friday, 29th September, 1944 from 6.30 to 7.30 p.m.

Programmes are in the course of preparation, and will be sent to members as soon as they are ready.

Members are reminded that subscriptions are due on October 1.

PERSONAL

The Deputy Commissioner for Malta, British Red Cross Society, has been asked to convey a message to Mr. G. Buttigieg from his son Henry interned in Malaya. Would Mr. Buttigieg please call at the Museum, Valetta, as soon as conveniently possible.

CONSTITUTIONAL PARTY

A meeting of the Executive Committee of the Constitutional Party will be held on Monday, October 2, at 5 p.m., at 339, St. Paul's Street, Valetta.

FLAG DAY IN STIRLING

R.E.M.E. COLLECT FOR MALTA RELIEF FUND

The Flag Day held in Stirling on behalf of the Malta Relief Fund was held in the splendid total of £148. 10s. 2d. The effort was organized by Mrs. Barber-Fleming with the assistance of members of Stirling W.V.S., Mrs. C. Thomson, Dundee, was in charge of a flower, fruit, and vegetable stall outside the Municipal Buildings. Much valuable help was also given the ladies of the W.V.S. by a number of soldiers from the R.E.M.E. who acted as collectors.

FOR SALE

A STOCK of: — "BUKTA" Football shirts and knickers, Tennis Racquets, Dartboards and Indoor Games have just been received by: The General Sales Company, 26/a, Tower Road, Sliema. Phone Sliema 749.

RADIO KOLSTER, 5 valves, as new. Apply: 24, Pawla Square, Pawla.

PEDIGREE PRAM, Very good condition. Apply, 84, Sliema Wharf, Sliema.

MODERN MAHOGANY BEDROOM SUITE (7 pieces) Apply, 13, Ridolfo Street, Sliema.

GEORGIAN Sofa table on bronze castors. What offers? May be seen at 236, Kingsway, Valetta from 9 a.m. to 12 noon.

HIS MASTER'S VOICE Radio (latest model), all-waves, in excellent condition. Write to Box 3479 c/o Times of Malta.

MALTA STAMP COLLECTION, very fine and in excellent condition. Apply: Mr. P. Zammit, 11, Tower Road, Sliema.

TENDERS

TENDERS are invited for the sale of approximately 1760 Empty Petrol Drums of 34 and 41 gallons capacity. Tender forms may be obtained up to and including the 10th October, 1944 by application in writing to Box R/581 c/o Times of Malta.

TENDERS will be received by the undersigned up to the 12th October, 1944, for the sale of the premises No. 3, Alley 1, Strait Street, Lija, "taie quale" free from burthens. For keys apply: "Dar il-Farak", Naxxar Road, Birkirkara. The right is reserved to reject the best or any tender. GUS. BORG, I.P., 84, Fleur-De-Lys, Birkirkara.

TENDERS for the construction of Rooms to cover boreholes in Sliema, St. Julian's and Lija, will be received by the Manager, Water Electricity and Telephones Department not later than Monday 16th. October, 1944. Particulars obtainable from the Head Office, Spinola Palace, Kingsway Valetta.

MISCELLANEOUS

THE BRITISH-AMERICAN DRY CLEANING CO.
102, Our Lady of Sorrows Street Hamrun — Tel. Central 4221
has appointed the following Agents for the convenience of customers: **VALETTA:** Messrs. H. McBailey & Co., Kingsway and Adam & Eve, Kingsway; **SLEIMA:** British Store, 82, Prince of Wales Road and Mary's House, 69, Tower Road; **ZABBAR:** C. Calleja, 50, High Street; **QORNIC:** R. Schembri, 353, High Street; **RABAT:** M. Bugeja Eastwood, 13, High Street; **BIRZEBBUGIA:** C. Darmanin, "Lourdes", Pretty Bay; **BIRKIRKARA:** Donavia, 9, Fleur de Lys.

PIANOS, Repairing and Tuning by P. Costa 87, Kospikwa Road, Pawla.

WEMBLEY RESTAURANT & TEA ROOMS, 303, Kingsway, Valetta (facing the Royal Opera House). Breakfast, Luncheons, Teas and Dinners. Guests Luncheons or Dinners served at Special Prices to order. Open **DAILY** from 8 a.m. to 10 p.m.

WHY take risks? We are experts in Dyeing. **BRITISH AMERICAN DRY CLEANING CO.** Hamrun. Telephone Central 4221.

FOR YOUR FRIENDS OVERSEAS. The "Times of Malta", "Il-Berqa" and "The Sunday Times of Malta" may be posted abroad either as individual copies or in weekly bundles. See Subscription rates and book your order with the Manager. The Allied Malta Newspapers, Ltd., 341, St. Paul's Street, Valetta. Phone: Central 4720.

FRANCIS CAMILLERI, of No. 5, Tower Road Sliema, accepts all kinds of electrical installations including radio. Telephone Sliema 1037.

CAPTAIN'S DRY CLEANING and REPAIR SERVICE, 1, Tigne Street, Sliema. Phone: Sliema 160.

SITUATION VACANT

WANTED smart young man, must be good at English and Arithmetic, for permanent job as assistant store-keeper with an old established firm in Valetta. Apply in own handwriting to Box 3473 c/o Times of Malta.

AUCTION SALE

GRAND SALE AT SLEIMA. Mr. JOSEPH DARMENIA will sell by Public Auction at 109, PRINCE OF WALES ROAD, Sliema on SATURDAY 30th. SEPTEMBER, 1944 and following days at 2 p.m., the antique and modern Furniture consisting of: Antique bureaux, bookcases, writing desks, mahogany chairs, card and sofa tables, bedroom suites, mirrors, china dinner sets, silk-linen curtains, painted furniture, gent's wardrobes, etc. Also antique small inlaid chest of drawers, mahogany Georgian chairs, chesterfield suites, inlaid bureau with bookcase, large good carpets, D.P.N.S., complete bedroom and dining room suites, boy's bicycle, tricycle and other toys. Property of L. ZAMMIT TABONA, Esq. Show to-morrow Friday from 9 a.m. to 5 p.m. **JOSEPH DARMENIA,** Auctioneer — Valuer, 10, Carmel Street, St. Julian's. Phone: Sliema 706

WANTED

WANTED mahogany and painted bedroom suites, kitchen furniture, crockery and enamel ware. Write or call at 79, Reid Street, Gzira.

TUITION

ST. ALOYSIUS COLLEGE

Classes will be resumed on Thursday 5th. October, 1944 at 8 a.m. Boarders should be at the College on Wednesday evening 4th October, 1944 not later than 7 p.m.

STAGE and BALL-room Dancing lessons are given on subscription terms at the **CRYSTAL PALACE THEATRE,** Floriana. Apply to the Manager.

ST. CATHERINE'S HIGH SCHOOL, 53, High Street, Sliema, will reopen on the 2nd. October, 1944 at 9 a.m. Miss L. CORVIS, Principal.

SACRED HEART SCHOOL, St. Joseph's Square, Pawla. Private individual lessons given in Languages, Mathematics, Touch-typewriting, Book-keeping and Shorthand.

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