

BOB COHEN TELLS OF SUCCESS STORY IN PHILIPINE ISLANDS

BY ROBERT COHEN
(Robert Cohen, prominent Las Vegas attorney, recently returned from an extensive tour of several far eastern countries.)

us in this part of the world, but in his own country he is truly a legend.

The salient aspect of this man is that he had humble origins before attaining the heights which he has now ascended. He was born of a family of merchants in Manila, on the Isle of Luzon, growing to maturity he became unsatisfied with the prospect of being merely a merchant's son and eventual successor to the family business, so at the end World War II he struck out on his own.

Showing imagination and tenacity he obtained a concession to various timber lands on the island of Men-



ROBERT

denau. The logging business was hampered due to the extreme swampy conditions of the roads in the monsoon season. The concession seemed doomed to failure when Aguinaldo met and befriended a retired engineer from the United States who gave him the idea of building a cord wood road with some of his own timber. This road is similar to the type of road used in the United States in the 18th and 19th centuries.

Throughout the years Mr. Aguinaldo was faced with enumerable problems in making his logging enterprise a going concern, but was able to overcome many drawbacks and established, what is now a successful and extremely profitable business.

He employs 700 people in this venture, which is not

his only business, but laid the groundwork for his other fabulous successes.

Today chicken raising is another example of his many concerns. By cross-breeding chickens from the United States with his own stock, he developed an extremely hardy breed of chickens for the Philippines. Mr. Aguinaldo now speeds day old chicks to Manila in one of his own planes at the rate of 70,000 per month. This endeavor not only has proven profitable for Mr. Aguinaldo, but is an extreme boon for the people in the Philippines, due to the fact that he employs many people in this operation, and now provides an abundant supply of fowl to his people, which at one time was a scarcity.

Chickens are not the only livestock that Mr. Aguinaldo is now producing. Hogs and quail have proven to be very profitable in his farming concern. Interestingly enough, Mr. Aguinaldo supplies many Chinese restaurants throughout the far east with the Chinese delicacy of quail eggs. In this connection he has brought Japanese technicians to help him gain the most from this quail egg production. Mr. Aguinaldo's appreciation for scientific methods is characteristic by his also bringing to the Philippines an American food scientist, who is attempting to develop new foods produced from papaya and other

abundant and prolific plants that are indigenous to the islands.

Mr. Aguinaldo has left no stone unturned in his endeavor to create new commercial enterprises. He raises cultured pearls.

His land holdings span 250 hectares, (750 acres) and he employs a total of 3,000 people. Mr. Aguinaldo maintains over 150 vehicles in all phases of his operation and also maintains and commands his own private navy, which includes 2 subchasers, 5 motor launches, and 3 speed boats.

Personally Mr. Aguinaldo is an optimistic and friendly person. His face bears the mature strain of a man in deep thought and of far reaching plans and ambitions. He is truly a man of destiny.

His plans for commercial development are not without their altruistic roots. He has

an extremely sophisticated plan for raising the educational and cultural level of the people of the Philippines. This is one of his most noted features, the care and appreciation he shows to his employees. Each year he holds a feast in honor of his employees, which lasts for several days.

He initiated and now maintains a sophisticated urban housing development for his employees which is uncharacteristic of employers in this part of the world.

His devotion to the people of the Philippines is Lincoln-like, which is probably one of the reasons for his success.

He has achieved the respect, love and admiration of his employees.

He is truly a man that stands out, ranking among the 20th century financial giants.

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