

7 OCT 1995

For Six Month Period Ending \_\_\_\_\_  
(Insert date)

Name of Registrant

Registration No.

Aaron D. Cushman & Associates, Inc.

2572

Business Address of Registrant

35 E. Wacker Drive, Suite 850, Chicago, IL 60601  
I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

|                       |                              |                             |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship       | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation        | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

|                          |                              |                                        |
|--------------------------|------------------------------|----------------------------------------|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

| Name          | Position       | Date Connection Ended |
|---------------|----------------|-----------------------|
| Nora Brossard | Vice President | 6/9/95                |
| Cher Cox      | Vice President | 8/11/95               |
| Jan Johns     | Vice President | 8/31/95               |
| William Kahn  | Vice President | 9/5/95                |

# In Prosperous Singapore, Even the Elite Are Nervous

## About Speaking Out

Circ: 1,767,83

By HENRY KAMM

SINGAPORE, Aug. 3 — Singapore's astonishing economic boom is reflected in a cityscape that has been totally transformed in three decades of independence.

What was a typical Asian port city, with stately buildings of colonial rule set apart from warrens of squalid quarters for most people, has been turned into a downtown devoted entirely to banking and business, dominated by skyscrapers and surrounded by vast, tidy blocks of public housing set among well-tended parks, ringed by superhighways.

But despite its expensive modernity, Singapore has much of the political and intellectual atmosphere of a dull Eastern European capital under Communism.

In conversations in offices, at the National University, in hotel lobbies and even at the Island Country Club, once the sanctum of the white upper class and now the playground of Singaporeans who have made it, voices often drop to a whisper.

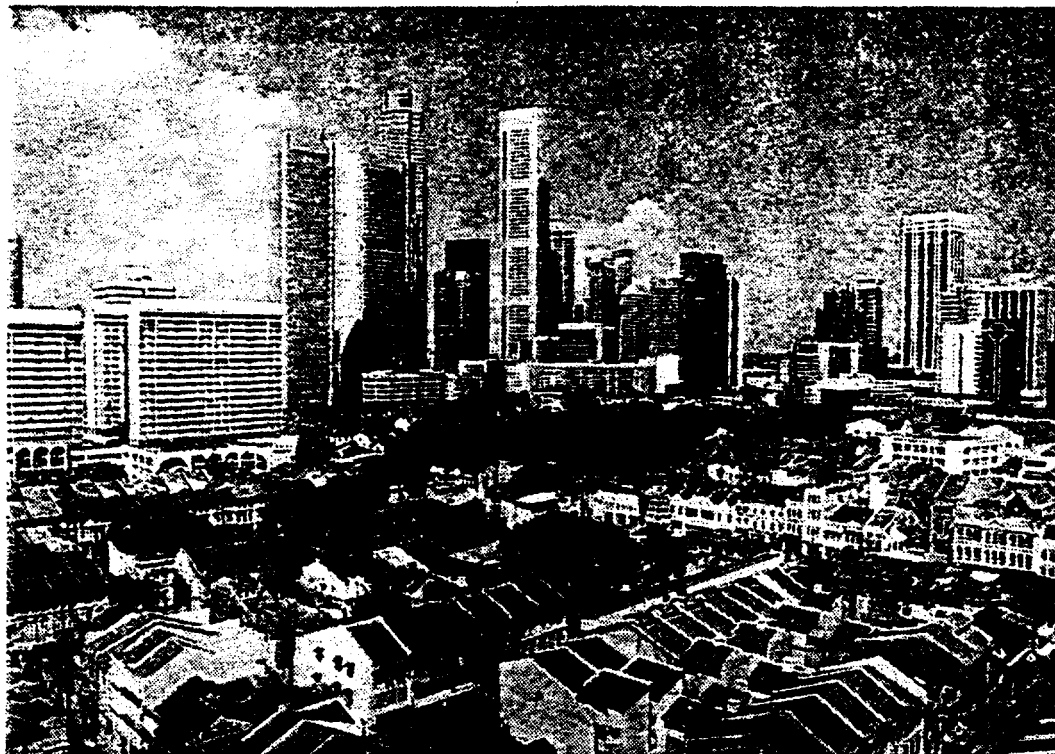
Chief executives who exude confidence ask that a reporter not print their names. People who are critical of the rule of Senior Minister Lee Kuan Yew assume that their telephones are tapped and that the security police are watching them.

Mr. Lee, the former Prime Minister is still the dominating force here. In an interview, he made it clear that despite years of stability and prosperity, there was no intention of lifting the curbs on democracy that he put in place when Singapore, a city dominated by ethnic Chinese, felt threatened by the Malay states of Malaysia and Indonesia that surround it and the appeal of Communist China.

"Do we need the kind of free-for-all libertarianism that we see in America?" Mr. Lee said. He blamed the American press for a "systematic assault" on the Presidency and Congress, and accused the British press of "demolishing" the monarchy, Parliament, the courts and the Church of England.

In Singapore, he declared, "nobody is prevented from expressing his views, forming his political party." Moreover, he said, the ethnic Chinese, who make up 78 percent of the population, do not want a loosening of the reins.

"To this day, the majority of Chinese-Singaporeans do not want to be actively involved in political parties," he said. "It's not in their culture. What they want is to have



Bob Krist/Tony Stone Worldwide

Despite Singapore's expensive modernization, its intellectual atmosphere, some believe, closely resembles a dull Communist capital in the old Eastern

Europe, with criticism kept to a whisper. Here the skyline of the modern city is juxtaposed with the old, colonial city in the foreground.



The New York Times

Political opponents say the governing party's hold on Singapore, once almost total, is slipping.

somebody governing them well and producing things that they want.

"Given that set of circumstances, we have worked out, as best we could, something which will make the place work, namely, keep recruiting into politics and into office honest, able men with a commitment

to do more than just good for themselves and their families."

Mr. Lee's People's Action Party dominates politics, curtails freedom of expression — often through political application of severe laws against defamation — and allows only a largely one-sided, one-party press. The gallows and the cane are merciless attendants of a rigorous judicial system.

"We are not punishing because we are sadists," Mr. Lee said of caning, a practice that drew widespread attention last year when an American, Michael Fay, was caned for vandalism.

"It gives us no pleasure, but it's the only practical punishment that works," Mr. Lee said, adding, "but unfortunately not as effectively as whipping would do."

The Home Affairs Ministry said an average of 1,000 people were caned every year. Hanging is less common: 76 people were hanged last year; more than 50 have been hanged so far this year.

Despite the Government's rigid

control, political opponents and diplomats from countries that have close ties with Singapore say the People's Action Party's hold on the population, once almost total, is slipping.

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## Conversations are muted in Singapore's offices and country clubs.

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ping. They say the party is running scared before elections, which must be held by next August.

The party, known here as the P.A.P., holds 77 of 81 elected seats in Parliament (there are also 6 appointed members). But the party achieved this overwhelming majority with only 59 percent of the vote in 1991, and with 41 contests in which it faced no opposition. Diplomats have calculated that for the 40 contested seats, the party received little more than 50 percent of the ballots.

Diplomats and Singaporean critics of the Government say the harsh treatment of the leader of the small Singapore Democratic Party, Chee Soon Juan, resulted from a determination to discourage opposition in the coming election. Mr. Chee ran in a 1992 by-election against Prime Minister Goh Chok Tong and lost.

He was then dismissed as a lecturer at National University after his department chairman, a member of Parliament for the governing party, charged that he had misused about \$130 of university funds to ship his wife's doctoral thesis to Pennsylvania State University.

When Mr. Chee said the charge

had been fabricated for political reasons, he was sued for defamation by the department chairman, the dean of the faculty and the department accountant. Mr. Chee was ordered to pay \$226,000 in damages plus costs. To pay the fine, he had to sell his house and go into debt.

"The P.A.P. plays hardball to stay in power," a senior diplomat said. "They sue to bankrupt opposition leaders."

Another diplomat said, "Every opposition party has at least one leading member whom the P.A.P. has forced out of a job."

By one diplomatic mission's count, Mr. Lee has sued 11 times for defamation and has won a judgment or a pretrial settlement in each case. In the latest case, the Senior Minister; his son Lee Hsien Loong, the Deputy Prime Minister, and Prime Minister Goh won a total of \$693,000 last month from the International Herald Tribune.

"Because of the Senior Minister, this has become part of our culture," said Vice Dean Walter Woon of the National University Law Faculty, an appointed member of Parliament. "If you oppose the P.A.P. and give them a chance to get you, they will. It has an inhibiting effect."

Mr. Woon is one of many younger members of the establishment elite who show some impatience, while staunchly defending Singapore's need to act sternly to defend a position they consider strong but never secure.

"A lot of us think the reins are too tight," he said.

Philadelphia, PA  
Inquirer  
Philadelphia Met Area

Monday

D 470,893

AUG 14, 1995

N4798

**LUCE** PRESS CLIPPINGS

## The Scene

*In the Nation  
and the World*

### **The welcomed tourist is one who doesn't brag**

The forgotten virtue of humility has won government approval in Singapore.

Residents there were cautioned last week not to brag when traveling abroad.

"We still have many shortcomings," Information Minister George Yeo said in a speech marking Singapore's National Day celebrations.

Yeo said it was common for residents to boast about how much better conditions are in Singapore, which claims Asia's highest living standard outside of Japan. Some critics say social progress hasn't kept pace with the country's economy.

The government wages an annual "courtesy campaign" against the stereotype of the "Ugly Singaporean."

"Sometimes we are proud to the point of being boastful," Yeo told his countrymen. "This is not good."

Philadelphia, PA  
Inquirer  
Philadelphia Met Area

Sunday

SUN 919,389

AUG 13, 1995

N4798

**LUCE** PRESS CLIPPINGS

## The Scene

*In the Nation  
and the World*

### **Singing Singaporeans have drivers all pumped up**

Some Singapore motorists are getting a song and dance while their tanks are being filled.

It seems Esso Singapore has hired 10 university students to perform for customers while pumping gas and wiping their windshields.

Esso launched the serenade service after noticing that drivers often looked glum on their way to work in the morning, said spokeswoman Prem Nair.

"Singaporeans tend to be reserved. It takes a little bit more to draw them out, and these people have really been doing it."

But, she noted, the exuberant pumpers must be well-rehearsed so they don't splash gasoline while performing.

Hey, there's no business like show business!

By Thomas J. Brady,  
with reports from Inquirer wire services

## International Datebook: Aug. 20 to Sept. 2

**AUG. 20 TO SEPT. 3, HELSINKI**  
Helsinki Festival. Opera. (0) 135 4522.

**AUG. 21 TO 26, WILLIAMSPORT, PA.**  
Little League Baseball World Series. (717) 326-1921.

**AUG. 24 TO 27, VIRGINIA BEACH, VA.**  
East Coast Surfing Championships and Beach Sports Festival.  
(800) 861-7873.

**AUG. 24 TO SEPT. 4, WASHINGTON**  
The original 19th Amendment, granting women the right to vote, on display at National Archives, marking 75th anniversary of ratification.  
(202) 501-5525.

**AUG. 30 TO SEPT. 4, INDIANAPOLIS**  
National Hot Rod Association United States Nationals. Drag racing.  
Indianapolis Raceway Park. (317) 291-4090.

**AUG. 31 TO SEPT. 11, SINGAPORE**  
Lantern Festival. Chinese lanterns and traditional music of Yunnan in Chinese Gardens. (212) 302-4861.

**SEPT. 1 TO 3, CHICAGO**  
Chicago Jazz Festival. Grant Park. (312) 744-3315.

**SEPT. 2, SULDALSLAGEN, NORWAY**  
International Salmon Fishing Festival. 52797284.

JUL 16, 1995

N4720

## LUCE PRESS CLIPPINGS

# Williams College spat over degree

WILLIAMSTOWN, Mass. (AP) — Disturbed by Singapore's restrictions on democracy, some Williams College faculty and students want to rescind an offer of an honorary degree for that nation's prime minister.

The campus confrontation over an ordinarily routine honor at a Sept. 16 convocation ceremony has set up a wrenching clash between the ideals of an authoritarian Asian regime and of a free-thinking American liberal arts college.

The dispute could also aggravate tensions in U.S. relations with Singapore, an affluent economic partner in Asia. An honorary visit in June by Taiwan President Lee Teng-hui to Cornell University has frayed U.S. ties with China, which views Taiwan as a renegade province.

Goh Chok Tong, Singapore's prime minister and a Williams alumnus, has accepted an invitation to be awarded the honorary doctorate.

Critics of Goh, who earned a 1967 master's degree at Williams' Center for Development Economics, look upon him as the mouthpiece for a repressive government that can detain without trial, arrest without warrant, censor political opponents and criticism, and cane convicted vandals like American Michael Fay.

Leaders of the island nation of 3 million people have condemned what they view as moral decay in the West, and have even banned the sale of chewing gum.

"It really is honoring a regime in East Asia ... that resists what is ... becoming a regionwide move toward democratization," said professor George T. Crane, a political scientist organizing campus opposition to Goh. "It's just symbolically the wrong thing to do at the wrong time."

An official at Singapore's embassy in Washington said he could provide no comment on Goh's plans or his reaction to the criticisms.

Astronomy professor Jay M. Pasachoff said the college should not celebrate even a prominent alumnus who tramples on the kind of free speech and intellectual exchange at the core of a Williams education.

An annual State Department report on Singapore concluded bluntly in February: "There was no evidence of a change in the government's willingness to restrict human rights when it deemed that necessary in pursuit of its policy goals." But the report also said that Singapore's capitalist economy "has achieved remarkably steady growth" and largely eliminated severe poverty and unemployment from the former British colony.

Administrators of Williams, a prestigious college of about 2,000 students, contend they can honor Goh and Singapore's economic achievements without endorsing his politics.

Michael McPherson, the faculty dean and an economist who studies the connections between economics and morality, said Goh "has done wonderfully good work in economic development in Singapore."

Henry Bruton, a development economist at Williams who once taught Goh, said he deserves the honor as a reformer who's trying to nudge Singapore toward more social openness. Goh's supporters say he has struggled to overcome great resistance to change.

"I think Goh had moved into an awkward and delicate situation. He could have really flubbed up. But he's moving," said Bruton.

But Francis T. Seow, a former Singapore solicitor general once jailed for political opposition, said Goh has "more or less abandoned" his pledge of "a kinder, gentler Singapore."

# Gleaming Singapore enforces tough laws, stiffer penalties

By Steve Raymer  
For AP Special Features

SINGAPORE — Just the name "Singapore" once evoked images of a steamy, malaria-infested port filled with opium dens, bawdy-houses and starchy British colonials sipping gin and tonic in the shade of the Cricket Club.

Today, this pristine city-state of antiseptic high-rises, marble shopping malls and hard-driving executives is widely known for its tough laws and even harsher punishments.

Singaporeans, who have grown accustomed to eating burgers at the Hard Rock Cafe, and shopping at such European emporiums as Gucci and Chanel, say the authoritarian rule, bordering on social engineering, has brought order and prosperity.

The country's nearly 3 million citizens, of Chinese, Malay and Indian descent, are a model of harmony in a region where these ethnic groups — and the gods they worship — often have clashed in bloody conflict.

Singapore has laws banning everything from chewing gum to unflushed public toilets. The latest target of Singapore's penchant for restrictive lawmaking is the foul-smelling durian fruit, now illegal on subways and buses and in other public places.

Remote-control cameras photograph speeders, red-light runners and forgetful flushers. The law-breakers sometimes find their pictures prominently displayed in the unanimously pro-government newspapers.

Along with public humiliation come stiff fines — \$100 for failing to flush, about \$700 for littering one of Singapore's immaculate, flower-trimmed boulevards.

Those who can't pay spend a Sunday picking up trash, under police escort, in the gracious parks that give Singapore an air of civility that contrasts starkly with the disorder and environmental degradation of other Southeast Asian capitals.

While these laws might seem

trivial to most of the 6.4 million tourists who visited Singapore in 1994, immigration forms handed out on arriving airliners warn that drug traffickers face an automatic death penalty.

As Ohio teen-ager Michael Fay learned last year, even the president of the United States has little influence over Singapore's prickly bureaucracy and draconian judiciary. For spray-painting cars, Fay received a whipping with a rattan cane despite a clemency plea from Bill Clinton, the chief executive of Singapore's largest trading partner.

"This is a country where crime really is against the law," goes an often-repeated refrain on this Chicago-size, 225-square-mile island on the southern tip of the Malay Peninsula.

Only a generation ago, visitors are reminded, Singapore was an impoverished British colonial backwater threatened by communist terrorism and torn by ethnic strife.

Since breaking away from a short-lived federation with Malaysia in 1965, Singapore has become one of the wealthiest places on Earth, with a living standard second only to Japan's in Asia.

Mention the country's strict legal code, and Singaporeans — especially the Chinese majority — generally see the velvet hand of a Confucian father, not the iron fist of an authoritarian big brother.

The country's politicians frequently paint Singapore as a role model for China, Vietnam and other rapidly industrializing countries of the region, asserting that restraints on individual freedom are sometimes necessary for economic success.

Singapore's outspoken permanent secretary of foreign affairs, Kishore Mahbubani, touched off a controversy earlier this year with claims that distinctly Asian values — a Confucian system that puts the good of the larger society ahead of the individual — contribute to economic growth and political stability and deter wars.

Western critics argue that Asia

has as many unsettled borders, ethnic tensions, and political upheavals as Eastern Europe and the former Soviet Union.

While expressing admiration for the success of the "Singapore system" in creating wealth and security on the tightly packed island, Fred Brown, an Asian specialist at Johns Hopkins University's Foreign Policy Institute in Washington, D.C., is skeptical about the exercise of Confucian standards.

"Nowhere in Asia are these high values universally or scrupulously applied," he says. "And I question Singapore's claim that these are the only values that count in a complex world."

"Our strict laws, especially against corruption, are an important economic asset," says Hock-Seng Chin, a Singapore diplomat. "Our trading partners, especially those elsewhere in Asia, know they will be treated honestly and fairly by Singaporean companies. Bribery, kickbacks and other forms of corruption are not tolerated."

That's why this year's trading scandal on the Singapore International Monetary Exchange, that bankrupted Barings, a venerable British bank, seemed all the more unlikely. Financial debacles are supposed to happen in Hong Kong or New York, not in a country where white-collar criminals can be punished as harshly as teen-age vandals.

The collapse of Barings may have momentarily stained Singapore's reputation as an efficient, fast-growing center of global finance, but it has done nothing to thwart the country's self-assurance, sometimes bordering on smugness.

Nominally, democratic Singapore is a curious ethnic mix that reflects its colonial roots — 77.5 percent Chinese, 14.2 percent Malay, 7.1 percent Indian and 1.2 percent other nationalities. It is an oasis of recent immigrants surrounded by the huge Muslim populations of Malaysia and Indonesia.

August 3, 1995

Circ: 7,500



**Singapore Airlines (SIA)** was rated the world's most profitable airline in the June issue of British weekly *Flight International*.

Rankings were in U.S. dollar terms and were based on the airline's profits in the most recent financial year. SIA posted net profits of US\$601 million for the fiscal year ended March 31, 1995. British Airways (US\$376 million) and Cathay Pacific (US\$309 million) placed second and third respectively. *Flight International's* survey was a global ranking of the top 50 airlines.

# Poll: Worldwide, these hotels are taking care of business

**T**he Peninsula New York has been voted the best hotel in the U.S. in a poll among frequent corporate travelers.

In Executive Travel's 1995 Hotel of the Year Awards, sponsored by AT&T, the Hong Kong-managed property was the top choice in the Americas, beating the Mark Hopkins in San Francisco and Florida's Boca Raton. Ritz-Carlton was voted the best hotel group in the region.

**■ BEST IN FAR EAST/COMMUNICATIONS/VALUE:** The Hong Kong-based Shangri-La Hotel and Resorts group carried off a clutch of categories. In addition to the main award, the Malaysian property was voted best hotel in the Far East, while the Singapore ho-

tel also won AT&T's award for the hotel with the best messaging/communications facilities. The group as a whole represented the best value for money worldwide, according to ET readers.

**■ BEST BUSINESS HOTELS:** Asia/Pacific hotels headed the categories for best business hotel (Royal Orchid Sheraton, Bangkok), friendliest welcome (Regent, Singapore) and new hotel (Park Hyatt, Tokyo).

**■ BEST LEISURE/RESORT:** For the first time, an Australian property was featured among the winners, with Cairns Colonial Club Resort taking the title as the best leisure/resort hotel.

**■ BEST IN THE MIDDLE EAST:** Inter-Continental's Al-Bustan Palace carried off the honors here, while the Forte Grand in Dubai was voted best airport hotel.

**■ BEST GROUPS:** Inter-Continental was voted best in both Europe and the Middle East, Sheraton in Africa and Hilton in the UK.

The awards are based on a poll among Executive Travel's total readership and on year-round assessments by a panel of 1,600 readers, who file reports whenever they stay in a hotel.

This year, readers were also asked for recommendations on some of the more basic elements of a hotel stay. For example:

**■ OUTSTANDING BREAKFAST:** If you want an outstandingly good breakfast, you will find it at the Peninsula in New York or, if traveling to Europe, at London's Grosvenor House or the Manoir aux Quatre Saisons.

**■ GOOD NIGHT'S SLEEP:** For a good night's sleep, in a comfortable bed, head to the Hyatt Regency Birmingham or the Stanhope in Brussels.

**■ PLUSH BATHROOMS:** The Four Seasons in London or the Regent in Hong Kong are Executive Travel readers' top recommendations.

**■ CONVIVIALITY:** The bars at the Britannia Inter-Continental, London, and the Hyatt Aryaduta in Jakarta top

this list.

**■ THE PERSONAL TOUCH:** However, it is the personal touch the most people remember when staying at a hotel. You will find the best concierges at the Shangri-La in Singapore, while the housekeeping staff at the Colony Hilton gets the top rating.

Ludington News  
July 24, 1995  
Circ: 8,192

Lebanon. PA  
News  
Harrisburg Met Area

Monday

D 23.304

JUL 24, 1995

N4750

**LUCE** PRESS CLIPPINGS

## Paper apologizes

**SINGAPORE (AP)** — A U.S.-owned newspaper argued in court today that it should pay reduced damages to Singapore's top three leaders for a defamatory article, saying its prominent apology blunted the libel.

The International Herald Tribune does not dispute that an Aug. 2, 1994, article defamed Prime Minister Goh Chok Tong, Senior Minister Lee Kuan Yew and his son, Deputy Prime Minister Lee Hsien Loong. The Paris-based newspaper is jointly owned by The Washington Post and The New York Times.

Scranton Times  
July 25, 1995  
Circ: 42,226

Port Huron, MI  
Times Herald  
Detroit Met Area

Tuesday

D 31.329

JUL 25, 1995

N3210

**LUCE** PRESS CLIPPINGS

## SINGAPORE

Courteous workers  
to win cash bonuses

**SINGAPORE** — A government that once used undercover courtesy agents to spy on surly civil servants now plans to reward those who give the public good service. About 1,000 government employees are eligible for monthly bonuses of \$29 to \$57. Outstanding performers are promised quarterly payments of \$43 to \$86, the Public Service Division said Monday. The bonuses start after a one-day courtesy course.

Los Angeles Times  
San Fernando Valley Ed.  
July 30, 1995  
Circ: 830,118

Los Angeles Times  
Orange County Ed.  
July 30, 1995  
Circ: 220,356

Los Angeles, CA

TIMES

Los Angeles—Long Beach  
Met Area

Sunday

SUN 1.576.425

JUL 30, 1995

P1328

**LUCE**

PRESS CLIPPINGS

## For the Record

**August events**—Due to a reporting error, the dates of David Crockett's residency in Lawrenceburg, Tenn., were incorrectly given in last week's Events column. Crockett lived near Lawrenceburg in the early 1830s, but died in 1836 at the Alamo. The living history demonstrations in the town depict the 1840s.

**Singapore**—Due to an editing error, an incorrect address was given for the Singapore Tourism Board in Beverly Hills. The correct address is 8484 Wilshire Blvd.

JUL 24, 1995

N4830

WUCC  
PRESS CLIPPINGS

# Singaporean Slings Myths To Duck Honest Debate

WASHINGTON — In our last episode about Singapore, we learned that students and faculty at Williams College, an academic institution of liberalism in Massachusetts, were objecting to the school's plan to honor the prime minister of that rich, repressive, anti-American regime.

Evidently Goh Chok Tong, the puppet who is keeping the prime minister's seat warm for one of dictator Lee Kuan Yew's sons, became fearful at the revelation of this space that he may be confronted on his great day by the exiled Singaporean dissident Francis Seow, now a fellow at Harvard Law School.

Supporters of academic freedom at Williams want to arrange a debate between Goh and Seow. The trustees, who recently voted to stick with the embarrassing invitation, hope the college's mistake in honoring repression can be rectified by having such a debate.

But Lee wants Goh to avoid it at all costs. How to duck the dissident without appearing cra-



WILLIAM SAFIRE

ven?

Result: A left-handed invitation has been extended to me and the Williams "no-Goh" organizer to come to Singapore to debate Goh. (The all-expense-paid invitation, in a letter to *The New York Times*, is only "to" that island state, but presumably it is not intended to be one-way.)

The letter-writer claims that chewing gum is no longer subject to fine, and that minor drug trafficking no longer draws the death penalty, though those contemplating such crimes would be ill advised to rely on the unsupported assertion of a flack.

The press aide touts the Singapore judiciary — Lee appointees

who corruptly hand down libel judgments decided by the dictator — as rated ahead of the United States in the Geneva-based World Economic Forum's "Competitiveness Report."

I checked; this survey is limited to wealthy business executives, most of whose idea of fair justice is the horse-whipping of uppity stockholders. In that poll, China's justice was equated with America's.

The tip-off that Singapore's invitation is a ploy to avert debate at Williams is in the flack's vilification of Francis Seow as "a fugitive from justice" and a tax cheat.

Seow was the leader of the Law Society, whose crime was to resist the dictator's moves to crush press freedom; even worse, he dared to best Lee Kuan Yew before a parliamentary select committee.

In 1988, the espousal of human rights by this former solicitor general earned him an arrest and 72 days of torture vividly recounted in "To Catch a Tartar:

A Dissident in Lee Kuan Yew's Prison" (a 1994 Yale Center book you'd better not be caught with in Singapore).

After the dictator's secret police accused him of being in cahoots with American intelligence and rigged a phony tax prosecution, Seow chose freedom over more torture.

No wonder Goh is so eager to duck his nemesis at Williams. For an Asian politician to debate a white American pundit in front of a hometown Asian crowd is a set-up for a local racist triumph.

But for an Asian dictator's front man to face a respected Asian attorney in a free country — an opponent who can cite chapter and verse of political repression, and tell of torture from personal experience — that's debating on a level playing field. It would be like China's Li Peng facing Harry Wu.

So here's my answer: In poker terms, I will see Singapore's bid and raise it.

I would be pleased to engage in

a one-on-one debate on universal values. But it's no fun to go up against anybody's "stooge," as Goh recently complained he is so frequently called.

I'm ready to debate Lee Kuan Yew himself, and the dictator only.

The venue? A nation under the rule of law — not Singapore — and not in front of an audience selected for me of Lee's relatives, cane-wielding thugs, Serbian generals, BNL bankers, Packwood accusers and the Saddam Hussein Fan Club.

Since Lee admires the work of the World Economic Forum in Switzerland, where we have both spoken in recent years, a debate at the next Davos meeting would be accessible to an unintended press.

How about it, Mr. Lee? My one proviso: that your man Goh also agrees to debate Seow, the Singaporean opponent your uptight regime obviously fears most, at Williams College this fall.

Williamsport Sun-Gazette  
July 18, 1995  
Circ: 33,575

Lebanon News  
July 18, 1995  
Circ: 23,304

Petoskey News-Review  
July 18, 1995  
Circ: 11,684

Danville News  
July 18, 1995  
Circ: 3,563

Altoona, PA  
Mirror  
Altoona Mat Area

Tuesday

0 35 959

JUL 18, 1995

N4638

**LUKE** PRESS CLIPPINGS

## *Singapore chief wants debate*

SINGAPORE — Singapore's prime minister wants a New York Times columnist and an American educator to debate him — on his own turf — about whether the island state is a repressive and undemocratic society.

The Straits Times published a letter by Prime Minister Goh Chok Tong's press secretary issuing the debate challenge to columnist William Safire and Williams College political science lecturer George Crane. This is "a serious invitation for a serious purpose, namely to give Singaporeans a chance to hear American liberals present their case in person on what is wrong in Singapore," said press secretary Chan Heng Wing.

Crane, in Massachusetts, pronounced the debate "a great idea" but said family commitments may prevent him from attending, the Straits Times newspaper reported today. It said Safire, based in Washington, was not immediately available for comment. Safire, a frequent and vitriolic critic of Singapore, attacked the city-state in a July 10 column, where he said Goh and his predecessor, Lee Kuan Yew, represented "old-fashioned European totalitarianism."

Lebanon Times  
July 24, 1995  
Circ: 23,304

Towanda Review  
July 25, 1995  
Circ: 8,809

Scranton, PA  
Times  
Scranton Met Area

Monday

0 42.225

JUL 24, 1995

N4830

**LUCE**

PRESS CLIPPINGS

### **Singaporean Official: Writer 'Chickens Out'**

SINGAPORE (AP) — A *New York Times* columnist has "chickened out" of a challenge to debate Prime Minister Goh Chok Tong about Singapore's methods of government, Goh's deputy says.

Deputy Prime Minister Lee Hsien Loong also dismissed as a red herring the counter-offer by William Safire to face Lee's father, former Prime Minister Lee Kuan Yew, in a "one-on-one debate on universal values."

Safire, who calls Singapore a dictatorship, wrote last week that he did not want to debate Goh because he considered it "no fun to go up against anybody's 'stooge.'"

"The reality is, he has chickened out," the younger Lee said Sunday.

Lebanon News  
July 25, 1995  
Circ: 23,304

Indiana Gazette  
July 25, 1995  
Circ: 18,486

Danville News  
July 25, 1995  
Circ: 3,563

Monroe, MI  
News  
Detroit Met Area

Tuesday

0 23.325

JUL 25, 1995

N3194

**LUCE** PRESS CLIPPINGS

## Singapore pays for good service

SINGAPORE (AP) — A government that once used undercover courtesy agents to spy on surly civil servants now plans to reward those who give the public good service.

About 1,000 government employees are eligible for monthly bonuses of \$29 to \$57. Outstanding performers are promised quarterly payments of \$43 to \$86, the Public Service Division in the prime minister's office said Monday.

The bonuses start after personnel take a one-day courtesy course run by the Civil Service Institute.

Civil servants will be required to dress neatly and wear name tags with their job titles clearly visible. Performance is to be rated by input from supervisors and feedback forms from the public.

The bonus plan was announced during Singapore's annual courtesy campaign. July has been set aside as national mind-your-manners month since 1979.

Topeka, KS  
Capital-Journal  
Topeka Met Area

Monday

D 94.528

JUL 31, 1995

N2744

**LUCE** PRESS CLIPPINGS

## World tourism boom may bypass U.S.

By SLOBODAN LEKIC  
The Associated Press

**W**ASHINGTON — With the weak dollar an enticing incentive, foreign visitors are flooding America's tourist meccas this summer in search of a good time at bargain prices.

International visitors are expected to pour \$77 billion into the U.S. economy in 1995, making America the big winner in the highly competitive game of international tourism. In fact, U.S. earnings will be more than double those of France, the second-ranked nation.

Behind the apparent success, however, lies a largely untapped potential.

"In this country, most people simply haven't recognized the importance of attracting foreign tourists," said Greg Farmer, undersecretary of Commerce in charge of travel and tourism.

While most foreigners throng to traditional tourist locations such as California, Florida, or New York City, the West, New England and the deep South are virtually ignored because of poor advertising abroad, he said.

"We have now dropped to 31st place among our competitors — behind Malaysia and Tunisia — in how much we spend internationally for promotion of tourism," Farmer said. "You don't have to be a rocket scientist to figure out that if you don't market yourself, you will eventually start losing market share."

The United States appears to be losing out in the growth of international tourism.

The World Tourism Organization estimates that by the year 2000, some 700 million people will travel internationally — double the number in 1985. But they predict the U.S. share will remain constant at the present level of about 45 million arrivals.

Countries around the world that were never thought of as holiday destinations a few years ago, such as Vietnam, are becoming attractive to tourists.

"The growth potential is phenomenal, the pie is growing, but there are more forks in that pie than ever before," Farmer warned.

In an effort to get more states interested in attracting foreign visitors, the Clinton administration has scheduled a conference in October dedicated to foreign tourism. It is the first of its kind in this country.

Still, the United States has proved attractive for many foreigners.

"The U.S. continues to be a bargain, and a lot of people go back with refrigerators and other big-ticket items, not to mention clothes, sporting goods and household appliances," said Vicki Johnson, spokeswoman for the U.S. Travel and Tourism Administration.

JUL 16, 1995

N4652

**UCLE**  
PRESS CLIPPINGS

# Bones from murder help end diplomatic dispute

By WILLIAM C. MANN  
Associated Press Writer

WASHINGTON — A locked metal box labeled EN-95-51 sat on a table in a paneled U.S. military conference room. Inside were the skull, shoulder blades and ribs of the victim of a four-year-old murder that nearly tore apart two Southeast Asian allies.

It was an unlikely setting for ending an acrimonious yearlong diplomatic dispute that caused massive protests in the Philippines and spurred President Fidel Ramos to threaten a break in relations with neighbor and ally Singapore.

"As far as the Singapore government is concerned, it's over," Ong Keng Yong, director of Singapore's foreign ministry, said Friday.

Reading a one-page statement

from his government in Manila, Philippine Ambassador Raul Rabe said much the same thing.

They spoke at a Washington hotel where three American pathologists had just rejected Philippine pathologists' conclusion that Filippina maid Delia Maga must have been killed by someone much stronger than Flor Contemplacion, another Philippine maid who was hanged for the crime last March.

Unable to agree on how Mrs. Maga died, the two sides decided in April to ask the Americans to review findings of their Filipino and Singaporean colleagues. The Americans would have the final say, the two governments said. The dispute arose after Mrs. Contemplacion's conviction in April 1994. As Singapore rejected first her appeal, then two appeals by Philippine President Fidel Ramos for clemency and one for

a delay of execution, Mrs. Contemplacion became a cause celebre in her homeland.

Filipinos marched against Ramos and his government as well as Singapore, because they were widely perceived to have done too little to save her. The brouhaha cost the Philippine foreign minister and the ambassador to Singapore their jobs.

Last April, almost four years after Mrs. Maga's murder, pathologists of the Philippines' National Bureau of Investigation found apparent bloodstains on the skull and elsewhere that they considered proof she was beaten by someone more powerful than Mrs. Contemplacion.

An autopsy by a Singapore panel assisted by U.S. pathologists had found two days after the murder that she was strangled.

The Americans' two-hour case

review, off-limits to outsiders but detailed in their report, was conducted Thursday at the U.S. Armed Forces Institute of Pathology on the grounds of Washington's Walter Reed Army Medical Center. They studied photographs, documents and the bones.

Assigned to reconcile seven matters in dispute from the earlier investigations, the Americans' key finding was: "In terms of stating the cause of Delia Maga's death, the report prepared by the Singapore experts is considered as correct."

On the Filipinos' other main contention, of telltale bloodstains, the review showed no bleeding before death and that stains and damage to the ribs resulted from deterioration after death.

"The sole cause of Delia Maga's death was strangulation by ligature," the report said.

Port Huron, MI  
Times Herald  
Detroit Met Area

Friday

D 31 826

JUL 21, 1995

N3210

**LUCE**

PRESS CLIPPINGS

### Health ministry cancels hypnotist's performance

**SINGAPORE** — Hypnotism as a form of entertainment has apparently been put to sleep in Singapore. Performances next week by British stage hypnotist Hugh Lennon have been canceled. The Ministry of Health said the clinical and therapeutic procedure should not be used by unqualified people for non-medical purposes. Officials will allow Mr. Lennon to perform on "pre-selected volunteers" at a show Saturday and hold a seminar on hypnotism on Sunday.

By GARY A. WARNER  
The Orange County Register

**'H**o, Ho, Ho Chi Minh. The NLF will surely win." Fists pumping the air, red flags fluttering in the breeze — the chant of the hard-core anti-Vietnam War movement trumpeting the communist National Liberation Front is a '60s memory to anyone over 35 years old.

For Vietnam War hawks, the final defeat came this month with the announcement that the United States would normalize relations with the regime in Hanoi. All warfare — military or economic — was over.

For the traveler it will be much easier to visit Vietnam, a beautiful and fascinating country largely unspoiled by the rampant tourism ravaging the rest of Southeast Asia.

U.S. air carriers will be able to fly into Vietnam. The French chain Sofitel already operates a new luxury hotel in Hanoi. The Hong Kong-based New World chain has opened Saigon's first high-rise hotel. Is the Sheraton Saigon or Marriott Da Nang far behind?

It's going to be much easier to visit Vietnam. But is it the right thing to do?

With thousands of political opponents in jail and dissent muzzled, is it morally responsible to pump up Vietnam's economy with U.S. tourist dollars?

"Every dollar spent in Vietnam is a dollar that goes to reinforce a totalitarian regime in a country where people are not free," said Phong Tran of Cypress, who fled Vietnam just before the communist takeover.

But others believe that tourism will only open the door to outside influences the government won't be able to control. Exposure to democratic and capitalist ideas will only spawn demand for reform, they say.

Retired U.S. Army Col. David Hackworth, the most highly decorated veteran of the Vietnam War, has revisited the land of his former enemy. He believes contact will bring change. It also will foster a sense of closure for Americans still hurting from the war, he says.

"A trip to Vietnam could bury ghosts, heal wounds and get rid of a lot of guilt, shame and hang-ups," Hackworth said in a recent speech.

Visitors to Vietnam are hardly alone in the moral dilemma. There's a number of countries in Asia trying to gloss over sorry human-rights records and get Americans and Europeans to enjoy their exotic pleasures.

China, which put down a fledgling democratic movement with the bloody massacre at Tiananmen Square, is actively marketing tours of the Great Wall and the Forbidden City.

Communist Laos is beginning fitful moves toward tourism, with daily flights from Bangkok and Hong Kong to its quaint French colonial capital, Vientiane.

The most egregious example may be Myanmar, as the country was renamed by the military junta ruling in what was formerly Burma.

The military masters of the country have declared 1996 "The Year of Myanmar Tourism." In preparation, it recently released a leading dissident, 1991 Nobel Peace Prize winner Aung San Suu Kyi, from five years of house arrest.

Some businesses seem untroubled by the human-rights record. The regime recently lured the prestigious Aman resort chain to Myanmar. Aman has refurbished the colonial-era Strand Hotel in Rangoon into a glossy boutique inn, and offers luxury boating and camping trips to Mandalay.

The totalitarian rulers of Vietnam, Laos, China and Burma are following in the footsteps of their authoritarian role model, Singapore. Tourism is actively courted in the corporate city-state to generate revenue for big business and its cronies in government.

Singapore's touristy sheen of high-rise hotels, clean leafy boulevards and great shopping centers masks a vigorously regi-

mented society. Outside media are banished or harassed, and dissident local publications closed.

The mania for order intrudes into even the smallest details of life. Chewing gum — blamed for sticky sidewalks — is banned under penalty of fines and jail.

So what is the answer for the traveler with a conscience? I recently returned from a trip to Vietnam and my own experience says tourism can help make positive changes.

Capitalism is already reshaping Vietnam to the point that some visitors may wonder who won the war.

The city is bedecked with advertisements for Coca-Cola, Toshiba, IBM and other Western companies. Near the abandoned U.S. Embassy, where helicopters fled the April 1975 communist capture of the capital, a wall is covered with a huge painting of a credit card and the slogan

"This is VISA country."

However, Singapore shows that capitalism does not equal freedom and democracy. But even in the area of the human spirit, there is hope for change.

I went to Ho Chi Minh City during the recent 20th anniversary celebrations marking the communist victory in the Vietnam War. I expected distrust, even hatred from the locals.

Instead I found friendly people fascinated with all things American, including me. Everywhere I went, people stopped their work or play to waive or yell, "Hello!"

On the anniversary day, the government organized a massive parade of soldiers, workers and party faithful marching under red flags and photographs of the late communist leader Ho Chi Minh.

About an hour into the extravaganza, the midmorning heat was becoming unbearable. I scooted between phalanxes of goosestep-

ping marines and strolled down a leafy side street.

Sitting on a stoop, I slugged down a cold bottle of Coca-Cola I bought for one U.S. dollar. Then came a tap on my shoulder. A skinny boy smiled back. In halting but meticulously correct English, he introduced himself as Pham, a 17-year-old high school student.

Pham said he was the president of his high school's unofficial English Club. Members got together twice a week to polish their language skills and read aloud from U.S. newsmagazines that authorities no longer confiscate from visitors entering the country.

I asked him why he wasn't among the cadres attending the 20th anniversary ceremonies. He smiled and looked away for a second, scratching his bony chest through a faded red Chicago Bulls T-shirt.

"It's for the old people," he

said. "What happened in 1975 doesn't mean anything to me. I want to be friends with America. I want to visit America, maybe go to school there."

Why not try to emigrate and come to the United States permanently, I asked.

"No, Vietnam is my home," he said.

Perhaps I am being naive, but maybe it's best that tourists go to Vietnam and meet people like Pham. And maybe help Pham visit the United States.

The war-generation leaders will still be firmly in control for many years. But one day Pham and his generation will be in control. Ideas are infectious. They take root and blossom. I doubt that the boys in the Chicago Bulls T-shirts will have much nostalgia for the Stalinism of their elders.

"Ho, Ho, Ho Chi Minh. The NBA will surely win."

# Thiel teams with alumnus', business in Singapore

Thiel College and a company in Singapore have established an action plan to offer Thiel students unique management training opportunities, and provide those students with great potential for full-time employment with the company upon completion of the program.

Joanne Schell, director of career planning and placement, and Joy Miller, coordinator of Thiel's cooperative education program, recently returned from a trip to Singapore, home of Thiel alumnus David Ho, to discuss the possibilities and design a viable strategy for the new program.

Ho, a 1986 graduate with a degree in economics and business administration, owns and operates Envoy Impex Pte. Ltd. in Singapore, which manufactures and sells furniture and equipment, most notably Pennsylvania House furniture, his exclusive product in Singapore.

The program will offer recent graduates a two-year management training course at Ho's company, which will include hands-on experience in importing, exporting, marketing, merchandising, accounting, and all other aspects of business. Ho intends to provide travel and housing for trainees, making personal expenses their only financial responsibility. In addi-



Thiel staffers Joanne Schell, fourth from left, and Joy Miller, fifth from left, visit in Singapore with Thiel alumnus, David Ho, pictured at the table behind the balloon, about a new action plan. Another Thiel alumnus Mark Terna sits behind Ho. (Contributed photo)

tion, trainees are considered employees and will receive a salary.

Through the cooperative education program, some qualified undergraduates will be able to spend several months with Ho's company for intensive training while continuing their

studies at Thiel.

Thiel alumnus Mark Terna, a Kinsman, Ohio, native, who graduated in 1994 with a degree in accounting and business administration, is presently working for Ho in his Singapore company as vice president of retail. Terna's success in Singapore fostered the cooperative work program, bringing it to fruition.

Schell and Miller said the most significant cultural difference in Singapore is its work ethic, which will make the new program desirable to a select few students whose primary interest is to further their education and secure their future.

"There is a fast-paced, high work ethic there," Miller said. "So this will be a very intensive training program. It is not for just anyone."

To be considered for the training program, students must be of the highest caliber with good language skills and a

willingness to adjust to cultural changes. Students must work closely with career services and with Thiel faculty, who will make the final recommendations.

Ho plans to open a manufacturing plant somewhere in this area within the next two years, which Terna will direct. Future successful trainees may then be offered the opportunity for full-time employment at the U.S. division of Envoi when they complete the training program.

Thiel's career services and cooperative education department works closely with local and area businesses to place students in an actual work environment, earning credit and many times a salary. This new opportunity in Singapore opens an exciting door of international opportunity for qualified students.

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San Juan, Puerto Rico  
Star

Thursday

Q 38.220

AUG 10, 1995

N27492

**LUCE**

PRESS CLIPPINGS

## **NATION & WORLD**

# **Singapore after 30 years: rich, secure and proud**

The Associated Press

**SINGAPORE** — Singapore, the mini-state with attitude, turned 30 on Wednesday — rich, secure and proud of its role as defender of an Asian authoritarianism that turned this tiny island into an economic powerhouse in a single generation.

Anniversary celebrations included a military march and air show, a laser and fireworks show, skydivers and dances by school children with giant models of molecules to show off Singapore's scientific aspirations.

Tens of thousands of red and white Singapore flags fluttered from apartment windows.

A crumbling relic of the British Empire at independence in 1965, this nation of 3 million people has prospered as a financial center, electronics maker and the world's second-busiest port.

In exchange for the highest standard of living in East Asia outside of Japan, Singapore's mix of Chinese, Malays and Indians accept a regimented society that flogs vandals and even bans the sale of chewing gum.

Lee Kuan Yew, the Cambridge-educated lawyer who led Singapore for 31 years and remains a dominant figure in government, says such sacrifices were unavoidable.

"We wouldn't be here, we would have not made economic progress, if we had not intervened on very personal matters — who your neighbor is, how you live, the noise you make, how you spit, or what language you use," he said in a 1990 speech.

8/26/95

SINGAPORE TOURIST PROMOTION  
SUMMARY OF LISTINGS

PAGE: 1

| DESCRIPTION               | # OF<br>ARTICLES | TOTAL<br>CIRCULATION | EQUIVALENT<br>AD COST |
|---------------------------|------------------|----------------------|-----------------------|
| CONVENTION & MEETING NEWS |                  |                      |                       |
| EASTERN NEWSPAPEPS        | 1                | 974,034              | \$276                 |
| TRADE PUBLICATIONS        | 6                | 191,796              | \$13,206              |
| CATEGORY TOTALS:          | 7                | 1,165,830            | \$13,482              |
| GENERAL TOURISM           |                  |                      |                       |
| WESTERN NEWSPAPERS        | 12               | 9,301,890            | \$62,234              |
| EASTERN NEWSPAPERS        | 56               | 4,522,845            | \$58,678              |
| CENTRAL NEWSPAPERS        | 12               | 2,033,029            | \$19,574              |
| MAGAZINES                 | 3                | 80,429               | \$610                 |
| TRADE PUBLICATIONS        | 3                | 124,649              | \$5,880               |
| CATEGORY TOTALS:          | 86               | 16,062,842           | \$146,976             |
| GRAND TOTALS:             | 93               | 17,228,672           | \$160,458             |

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SINGAPORE TOURIST PROMOTION

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CONVENTION & MEETING NEWS

EASTERN NEWSPAPERS

| CLIP<br>DATE                | PUBLICATION               | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|---------------------------|------------------|-------------|-----------------------|
| 7/30/95                     | NEW YORK, NY., DAILY NEWS | 1                | 974,034     | \$276                 |
| TOTALS FOR THIS SUBCATEGORY |                           | 1                | 974,034     | \$276                 |

8/26/95

## SINGAPORE TOURIST PROMOTION

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## CONVENTION &amp; MEETING NEWS

## TRADE PUBLICATIONS

| CLIP<br>DATE                         | PUBLICATION              | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|--------------------------------------|--------------------------|------------------|-------------|-----------------------|
| 6/01/95                              | EXPO                     | 4                | 7,500       | \$345                 |
| 6/01/95                              | EXPO                     | 50               | 7,500       | \$5,649               |
| 6/01/95                              | EXPO                     | 15               | 7,500       | \$1,295               |
| 6/22/95                              | TRAVEL WEEKLY-NEW JERSEY | 6                | 50,490      | \$872                 |
| 7/01/95                              | BUSINESS TRAVELER        | 100              | 34,000      | N/A                   |
| 8/01/95                              | SUCCESSFUL MEETINGS      | 15               | 84,806      | \$5,045               |
| TOTALS FOR THIS SUBCATEGORY          |                          | 190              | 191,796     | \$13,206              |
| TOTALS FOR CONVENTION & MEETING NEWS |                          | 191              | 1,165,830   | \$13,482              |

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## SINGAPORE TOURIST PROMOTION

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## GENERAL TOURISM

## WESTERN NEWSPAPERS

| CLIP<br>DATE                | PUBLICATION                            | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|----------------------------------------|------------------|-------------|-----------------------|
| 7/15/95                     | LOS ANGELES, CA., TIMES-ORANGE COUNTY  | 1                | 183,383     | \$81                  |
| 7/15/95                     | LOS ANGELES, CA., TIMES-SAN FERNANDO   | 1                | 830,118     | \$79                  |
| 7/23/95                     | LOS ANGELES, CA., TIMES                | 11               | 1,576,425   | \$5,305               |
| 7/23/95                     | LOS ANGELES, CA., TIMES                | 84               | 1,576,425   | \$40,547              |
| 7/23/95                     | LOS ANGELES, CA., TIMES-ORANGE COUNTY  | 11               | 220,356     | \$901                 |
| 7/23/95                     | LOS ANGELES, CA., TIMES-ORANGE COUNTY  | 84               | 220,356     | \$6,887               |
| 7/23/95                     | LOS ANGELES, CA., TIMES-SAN FERNANDO   | 11               | 830,118     | \$884                 |
| 7/23/95                     | LOS ANGELES, CA., TIMES-SAN FERNANDO   | 84               | 830,118     | \$6,761               |
| 7/23/95                     | SANTA ANA, CA., ORANGE COUNTY REGISTER | 1                | 407,692     | \$150                 |
| 7/30/95                     | LOS ANGELES, CA., TIMES                | 1                | 1,576,425   | \$479                 |
| 7/30/95                     | LOS ANGELES, CA., TIMES-ORANGE COUNTY  | 1                | 220,356     | \$81                  |
| 7/30/95                     | LOS ANGELES, CA., TIMES-SAN FERNANDO   | 1                | 830,118     | \$79                  |
| TOTALS FOR THIS SUBCATEGORY |                                        | 291              | 9,301,890   | \$62,234              |

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## SINGAPORE TOURIST PROMOTION

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## GENERAL TOURISM

## EASTERN NEWSPAPERS

| CLIP<br>DATE | PUBLICATION                          | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|--------------|--------------------------------------|------------------|-------------|-----------------------|
| 7/05/95      | WILLIAMSPORT, PA., SUN GAZETTE       | 4                | 33,575      | \$100                 |
| 7/09/95      | MAMARONECK, NY., TIMES               | 1                | 5,572       | \$16                  |
| 7/09/95      | MT. VERNON, NY., ARGUS               | 1                | 8,741       | \$20                  |
| 7/09/95      | NYACK, NY., ROCKLAND JOURNAL NEWS    | 93               | 50,056      | \$3,988               |
| 7/09/95      | OSSINING, NY., CITIZEN REGISTER      | 1                | 7,466       | \$16                  |
| 7/09/95      | PEEKSKILL, NY., STAR                 | 1                | 8,664       | \$16                  |
| 7/09/95      | PORT CHESTER, NY., ITEM              | 1                | 10,060      | \$20                  |
| 7/09/95      | POUGHKEEPSIE, NY., JOURNAL           | 93               | 60,998      | \$3,768               |
| 7/09/95      | WHITE PLAINS, NY., REPORTER DISPATCH | 1                | 57,995      | \$48                  |
| 7/09/95      | YONKERS, NY., HERALD STATESMAN       | 1                | 31,458      | \$45                  |
| 7/10/95      | INDIANA, PA., GAZETTE                | 22               | 18,486      | \$389                 |
| 7/12/95      | ALLENTOWN, PA., CALL                 | 24               | 135,601     | \$1,197               |
| 7/12/95      | HARRISBURG, PA., NEWS                | 24               | 41,644      | \$802                 |
| 7/12/95      | SCRANTON, PA., TIMES                 | 27               | 42,226      | \$778                 |
| 7/12/95      | WARREN, PA., TIMES OBSERVER          | 20               | 12,140      | \$217                 |
| 7/15/95      | LEWISTOWN, PA., SENTINEL             | 7                | 12,932      | \$80                  |
| 7/15/95      | SCRANTON, PA., TIMES                 | 15               | 42,226      | \$432                 |
| 7/15/95      | STATE COLLEGE, PA., CENTRE TIMES     | 13               | 25,562      | \$231                 |
| 7/16/95      | BLOOMSBURG, PA., PRESS ENTERPRISE    | 16               | 21,785      | \$204                 |
| 7/16/95      | INDIANA, PA., GAZETTE                | 15               | 8,455       | \$265                 |

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## SINGAPORE TOURIST PROMOTION

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## GENERAL TOURISM

## EASTERN NEWSPAPERS

(CONT)

| CLIP<br>DATE | PUBLICATION                            | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|--------------|----------------------------------------|------------------|-------------|-----------------------|
| 7/16/95      | ROCHESTER, NY., DEMOCRAT & CHRONICLE   | 10               | 254,912     | \$1,709               |
| 7/18/95      | ALTOONA, PA., MIRROR                   | 6                | 35,959      | \$135                 |
| 7/18/95      | DANVILLE, PA., NEWS                    | 6                | 3,563       | \$34                  |
| 7/18/95      | LEBANON, PA., NEWS                     | 2                | 23,304      | \$29                  |
| 7/18/95      | WILLIAMSPORT, PA., SUN GAZETTE         | 12               | 33,575      | \$303                 |
| 7/23/95      | NEW YORK, NY., DAILY NEWS              | 1                | 974,035     | \$276                 |
| 7/23/95      | SUNBURY, PA., ITEM                     | 1                | 28,372      | \$15                  |
| 7/24/95      | INDIANA, PA., GAZETTE                  | 20               | 18,486      | \$353                 |
| 7/24/95      | LEBANON, PA., NEWS                     | 2                | 23,304      | \$29                  |
| 7/24/95      | LEBANON, PA., NEWS                     | 2                | 23,304      | \$29                  |
| 7/24/95      | SCRANTON, PA., TIMES                   | 4                | 42,226      | \$115                 |
| 7/24/95      | SCRANTON, PA., TIMES                   | 25               | 42,226      | \$720                 |
| 7/25/95      | DANVILLE, PA., NEWS                    | 8                | 3,563       | \$46                  |
| 7/25/95      | INDIANA, PA., GAZETTE                  | 6                | 18,486      | \$106                 |
| 7/25/95      | LEBANON, PA., NEWS                     | 3                | 23,304      | \$44                  |
| 7/25/95      | SCRANTON, PA., TIMES                   | 15               | 42,226      | \$432                 |
| 7/25/95      | TOWANDA, PA., REVIEW                   | 7                | 8,809       | \$80                  |
| 7/30/95      | JACKSONVILLE, FL., FLORIDA TIMES UNION | 126              | 257,818     | \$17,818              |
| 7/30/95      | JACKSONVILLE, FL., GEORGIA TIMES UNION | 126              | 22,508      | \$17,818              |
| 7/31/95      | CAPE CORAL, FL., BREEZE                | 1                | 4,900       | \$7                   |

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## SINGAPORE TOURIST PROMOTION

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## GENERAL TOURISM

## EASTERN NEWSPAPERS

(CONT)

| CLIP<br>DATE                | PUBLICATION                        | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|------------------------------------|------------------|-------------|-----------------------|
| 7/31/95                     | PROVIDENCE, RI., JOURNAL           | 1                | 182,866     | \$90                  |
| 8/03/95                     | GREENVILLE, PA., RECORD ARGUS      | 38               | 5,513       | \$367                 |
| 8/06/95                     | HACKENSACK, NJ., SUNDAY RECORD     | 3                | 217,932     | \$78                  |
| 8/06/95                     | MAMARONECK, NY., TIMES             | 15               | 5,572       | \$137                 |
| 8/06/95                     | MT. VERNON, NY., ARGUS             | 15               | 8,741       | \$195                 |
| 8/06/95                     | NEW ROCHELLE, NY., STANDARD STAR   | 15               | 11,612      | \$251                 |
| 8/06/95                     | NYACK, NY., ROCKLAND JOURNAL NEWS  | 16               | 50,056      | \$640                 |
| 8/06/95                     | OSSINING, NY., CITIZEN REGISTER    | 17               | 7,466       | \$164                 |
| 8/06/95                     | PEEKSKILL, NY., STAR               | 15               | 8,664       | \$145                 |
| 8/06/95                     | PORT CHESTER, NY., ITEM            | 15               | 10,060      | \$207                 |
| 8/06/95                     | TARRYTOWN, NY., NEWS               | 15               | 4,300       | \$102                 |
| 8/06/95                     | WHITE PLAINS, NY., PUTNAM REPORTER | 15               | 13,457      | \$183                 |
| 8/07/95                     | PRIMOS, PA., TIMES                 | 14               | 54,544      | \$540                 |
| 8/08/95                     | YONKERS, NY., HERALD STATESMAN     | 15               | 31,458      | \$573                 |
| 8/13/95                     | PHILADELPHIA, PA., INQUIRER        | 4                | 919,389     | \$1,138               |
| 8/14/95                     | PHILADELPHIA, PA., INQUIRER        | 4                | 470,693     | \$1,138               |
| TOTALS FOR THIS SUBCATEGORY |                                    | 980              | 4,522,845   | \$58,678              |

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## SINGAPORE TOURIST PROMOTION

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## GENERAL TOURISM

## CENTRAL NEWSPAPERS

| CLIP<br>DATE                | PUBLICATION                   | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|-------------------------------|------------------|-------------|-----------------------|
| 7/06/95                     | MOBILE, AL., REGISTER         | 16               | 69,008      | \$1,084               |
| 7/07/95                     | DODGE CITY, KS., GLOBE        | 30               | 8,700       | \$229                 |
| 7/10/95                     | PETOSKEY, MI., NEWS REVIEW    | 2                | 11,684      | \$36                  |
| 7/21/95                     | PORT HURON, MI., TIMES HERALD | 3                | 31,829      | \$92                  |
| 7/24/95                     | LUDINGTON, MI., NEWS          | 12               | 8,192       | \$163                 |
| 7/25/95                     | MONROE, MI., NEWS             | 5                | 23,625      | \$69                  |
| 7/25/95                     | PORT HURON, MI., TIMES HERALD | 3                | 31,829      | \$92                  |
| 7/30/95                     | ANN ARBOR, MI., NEWS          | 2                | 73,447      | \$52                  |
| 7/31/95                     | TOPEKA, KS., CAPITAL JOURNAL  | 1                | 64,528      | \$39                  |
| 8/13/95                     | CHICAGO, IL., SUN TIMES       | 15               | 493,253     | \$4,646               |
| 8/13/95                     | HOUSTON, TX., CHRONICLE       | 4                | 608,467     | \$712                 |
| 8/13/95                     | HOUSTON, TX., CHRONICLE       | 60               | 608,467     | \$12,360              |
| TOTALS FOR THIS SUBCATEGORY |                               | 153              | 2,033,029   | \$19,574              |

8/26/95

## SINGAPORE TOURIST PROMOTION

PAGE: 8

## GENERAL TOURISM

## MAGAZINES

| CLIP<br>DATE                | PUBLICATION                              | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>ADDCOST |
|-----------------------------|------------------------------------------|------------------|-------------|-----------------------|
| 6/01/95                     | VENDING TIMES                            | 9                | 15,429      | \$505                 |
| 7/16/95                     | LOS ANGELES BUSINESS JOURNAL             | 1                | 65,000      | \$105                 |
| 7/25/95                     | UNITED PRESS INTERNATIONAL-INTEPNATIONAL | 1                | N/A         | N/A                   |
| TOTALS FOR THIS SUBCATEGORY |                                          | 11               | 80,429      | \$610                 |

JUL 30, 1995

N3108

**LUCE** PRESS CLIPPINGS



**JACK  
GILLARD**

## World is one big cosmic joke

Even though the art fairs have been gone a week, I still find myself unable to hold a thought longer than 30 seconds or write two complete sentences without breaking into my information booth spiel. Given that I'm still easily startled and alarmed by sudden noises and people asking questions even though the last ceramic cookie jar and birdhouse with license plate roof are long gone, today's compilation will consist of news to show that the rest of the world was also enjoying its little moments of lunacy.

□□□

Those merry madcaps in the Republic of Singapore are at it again.

Not content with laws banning chewing gum and unflushed toilets, Singaporeans have banned the eating of the fruit durian. It is now illegal to eat durians in subways, buses and public places.

Singaporeans have a reason for banning the fruit, however. I am told that the durian invites comparison with the foulest-smelling substances you can conjure up. One relatively mild description compared it to the comingled smells of rotting cottage cheese and dirty socks.

With that in mind, I have written the Singapore Ministry of Justice to see what punishments they hand out for misrepresenting zucchini as a food. I imagine it is probably something terribly severe, like being forced to eat zucchini raw, without salt, chip dip or garlic butter, rendering it even more tasteless.

□□□

Houston, TX  
CHRONICLE

Houston - Brazoria  
West Area

Sunday

SUN 908.457

AUG 13, 1995

P5260

**LUCE** PRESS CLIPPINGS

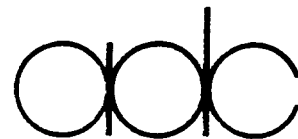
**LSIDE**



Singapore is more than a hub for Southeast Asian trade and finance. The city is a convolution of cultures, with areas such as Chinatown where revelers celebrate traditional holidays: Page 2H.

*Aaron  
D. Cushman*

public relations  
sales promotion  
marketing



aaron d. cushman and associates, inc. 52 cumberland avenue, suite 1000 new york, new york 10017

(212) 856-0100  
fax (212) 856-9426

DATE: October 13, 1995

TO: Charles Leong, SVPA, STPB/LA

CC: VIA FAX  
Michael Lim, ADCC, STPB/HQ  
Margaret Teo, MCC, STPB/HQ  
David Brain, BBS/HQ  
Siew-Kheng Tan, Ag VP Western USA, STPB/LA  
Dale Shieh, MCMA USA, STPB/LA  
Tony Soh, VP Eastern USA, STPB/NY  
Masud Moiz, VP Central USA, STPB/CHI

FROM: Aaron D. Cushman and Assoc.

RE: September 1995 Activity Report

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1. Analysis of general consumer media coverage affecting Singapore's tourism industry.

Publicity - ADC Generated

- Singapore's Changi Airport was included in an airport roundup story in the October issue of *Conde Nast Traveler*. The agency knows the writer well and worked with her closely to complete the piece. In addition, a lunch was set up between the writer and VPE USA. The story reached over 700,000 readers. Ad value \$20,220.
  - \* This writer was then featured on "Good Morning America" on national television and detailed the advantages of Changi Airport to over 5 million viewers (agency is currently getting tapes from the October 9 segment.)
- A full-page story on SICEC and Singapore as a business destination ran in September in *Business Travel News* (circulation 61,216). Ad value \$3,447.
- A story on Singapore's new hotels ran in the *New York Times* (circulation 1,787,536) as a direct result of an agency release about hotels.
- A piece in *Business Traveler* (circulation 34,000) ran as a direct result of agency press releases. Upon receipt of a release about SICEC and the new hotels in Singapore, this writer called the agency. Details were given about the meeting market and slides were provided. Ad value \$24,000.

chicago: 35 east wacker drive, suite 850 • chicago, illinois 60601 • (312) 263-2500 • fax (312) 263-1197

st. louis: 7777 bonhomme, suite 900 • st. louis, missouri 63105 • (314) 725-6400 • fax (314) 725-0432

los angeles: 2029 century park east, suite 1010 • los angeles, california 90067 • (310) 551-2877 • fax (310) 551-2875

- A writer the agency has kept in contact with since his visit to Singapore last year. Mark Jenkins, wrote a piece that appeared in the *Chicago Tribune* magazine (circulation 1,110,552) on October 8. The agency offered advice on restaurants (The Imperial Herbal Restaurant was included) and slides when he initially made the trip and helped fact check his first food story which appeared in the *Los Angeles Times*.
- A feature article ran in the *San Francisco Focus* (circulation 184,505) extensively covered Singapore. This magazine is a glossy regional publication that is available on newsstands and addresses an upscale reader. The agency helped the writer fact check the story.

(see media educational for more generated publicity)

Publicity - not ADC generated

- Several positive pieces about Singapore's "Healthy Lifestyle Day" ran in major newspapers i.e. *Grand Rapid Press* (circulation 147,175), *Oakland Press* (circulation 71,986). These stories were sent out by Associated Press.
- A short insert on Singapore in a story on destinations in *Convene* magazine (circulation 23,374) as a result of an interview with CITM.
- Positive reports on Singapore's Festival of Hungry Ghosts ran in a number of smaller newspapers i.e. *Lewistown Sentinel* (circulation 12,932), *Lebanon News* (circulation 23,304). Again, this story was distributed by Associated Press.
- The annual "Globetrotter" piece in *Travel Holiday* appeared in the October issue. Singapore was given its usual space with per diem amounts. The agency worked with the compiler to ensure all aspects of Singapore were communicated positively and that current attractions were included.

## 2. Analysis of travel trade media coverage during the month of September 1995.

### **IT&ME coverage**

The agency aggressively pitched the relevant show publications to ensure Singapore was covered. As a result the agency was responsible for the following stories:

*Motivation Show Daily* (distributed to all IT&ME attendees)

Sept. 19 - Day 1 - Front page story and photo on new USAI ranking and SICEC.

Sept. 20 - Day 2 - A mention with photograph of the Tanjong Pagar Singapore booth.

Sept. 21 - Day 3 - The above story ran again on the third day.

*USAE* (distributed to all IT&ME attendees)

Sept. 19 - Day 1 - A whole page piece ran on SICEC with photograph.

- A half-page piece with detailed quotes from SVPA ran in the October 9 issue of *Travel Agent* magazine. The agency worked very closely with the editor and developed these comments to be run in the Asia/Pacific insert.
- An additional piece on Singapore's meeting rooms and new hotels ran on September 25 in *Travel Agent*.

(see additional trade pieces in above sections)

### 3. Analysis of other issues that may affect Singapore's tourism industry.

- An Associated Press story ran a photo caption picturing student protestors at Goh Chok Tong's honorary degree ceremony at Williams College in Massachusetts. The story was covered in three small newspapers in Pennsylvania and portrayed some of the college's students and their negative attitudes towards Singapore's "repression." The newspapers have a combined circulation over 130,000.

### 4. Evaluation of media attitudes towards Singapore and/or the Singapore Tourist Promotion Board.

- The agency conducted recent research into the media's current attitude to Singapore at small STPB media events held in the U.S. As always, there were many comments about the STPB's efficient organization and helpfulness. A number of journalists constantly comment on how much easier it is to get information from the STPB compared to other NTO's. Also, many are currently impressed with the new "vision" of tourism unlimited and commend the STPB for this new insight into tourism as a business.
- While working on putting together the October press trip we learned that all writers are excited about all the attractions in Singapore and comment that there are a multitude of story angles. The only negative comment (as expected) is the regret that the country is so far from the U.S.

### 5. Evaluation of media educationals.

- Laura Stanley's nine-page special feature on Singapore ran in the October issue of *Travel Holiday* (circulation 575,261). STPB fully hosted the writer in February. The piece is excellent and provides 11 color photographs and a large map of the country. The thoroughness of the piece and the fact that all major attractions and restaurants are covered is a tribute to HQ's efficiency to provide a perfect balance of itinerary items and sections of free time for the media to explore. The writer really enjoyed her trip and is actually planning another smaller story for *Travel Holiday* on Singapore's new hotels. The agency will continue to work with her on this additional project.

- Paul Martin's feature on Singapore ran in *The Lion* in September. The five-page article was distributed to over 600,000 Lions Club members. It is very positive and offers great exposure for Singapore to an affluent and traveling audience.

6. Activities carried out to meet objectives.

See below.

## AUGUST 1995 ACTIVITIES

### PLANNING/LIAISON/ADMINISTRATION

- Liaison with STPB/LA, STPB/NY, STPB/Chicago, STPB/HQ.
- Submitted July monthly activity report.
- Clip analysis & selection.
- Monitored Straits Times.
- Requested the correct dimensions of SICEC for the agency's reference (there seemed to have been conflicting figures used).
- Researched the air dates for the Discovery Channel's Flight Over The Equator. Agency will attempt to locate a copy free of charge for STPB use.
- Attempted to find out copyright laws for reproduction of STPB historical print.
- Sent travel trade lists at S.K. Tan's request.
- Noted HQ change in postal code.
- Noted that the Peninsula Line is interested in hosting writers for upcoming visits.
- Had 100 1996 Singapore Plus Cards ordered for the agency's use.
- Conducted additional research into the Los Angeles Zoo per MCM's request.
- Developed agenda, attended monthly meeting and issued notes from the meeting.
- Continued research into copyright for a number of Singapore pieces per MCM's request.
- Attended IT&ME on behalf of Singapore.
- Requested photography from the MIS functions from STPB NY to send to the trade press.
- Met with MCM in Los Angeles to discuss account and press trip.

### News Bureau and Publicity

- Continued fact checking for a *New York Times* travel advisory story on Singapore hotels.
- Assisted with fact checking and story development for a business piece in the *Wall Street Journal*. Agency provided slides and details for inclusion.
- Organized and attended a media luncheon with Masud Moiz and the food and beverage writer for *Hotels* magazine. The agency set up this meeting to discuss the new hotel developments with the writer. A customized press kit was sent to the writer as a follow up.

- Fact checked a detailed piece to be published in *Meetings & Conventions* magazine. The agency worked closely with the writer to ensure a piece on Singapore's facilities was current and accurate.
- Sent information about MeetingNet Asia and Travel Mart to *Travel Agent* magazine.
- Prepared and faxed information regarding the Thimithi Festival for *Conde Nast Traveler* online.
- Sent a release relating to The Singapore Plus Card for *Fortune* magazine editor, Michael Loeb, to include in his upcoming travel books.
- Researched and sent answers to *Travel Holiday's* "Globetrotter" questions for the October issue.
- Handled a request from Tyler Davidson of *Travel Weekly* in reference to Singapore hotels' e-mail addresses. STPB was unable to provide more addresses.
- Responded to a request from *PATA News* to send slides of Tanjong Pagar.
- Set up a one-on-one interview for Mr. Yeo and dignitaries with *Successful Meetings* and *Incentive* magazine.
- Coordinated another one-on-one for Mr. Yeo with Connie Laun, a Radio Corporation Singapore correspondent. Agency prepared Mr. Yeo with a list of possible questions.
- Sent customized pitches for The Singapore Plus Card to the *New York Times*, *Wall Street Journal* and *USA Today*.
- Worked on a press request form *Meeting Manager* and provided materials and background on the UAI rankings.
- Informed STPB/LA that the nomination for the ASTA/*Smithsonian* award that the agency prepared on behalf of Night Safari was not chosen as the winner. Agency will draft a letter from SVPA to Bernard Harrison explaining the efforts taken and subsequent results.
- Developed detailed quotes and information on behalf of SVPA for inclusion in the upcoming *Travel Agent*, Asia/Pacific section.
- Updated information and re-wrote previous coverage for an upcoming piece in *Medical Meetings*.
- Responded to a request from *Travel Agent* regarding bookings for The Albert Court Hotel.
- Sent information to *Business Traveler International* in reference to taxi fares etc.

- Handled a request from CNBC regarding a piece on airports around the world. As Changi was unable to offer any assistance, the agency is looking into sending something.
- Answered a request for information to the traveling Times. Agency sent a press kit with slides to this writer.
- Fact checked a piece for the James Beard House newsletter (circulation 6,000).

### **Media Educationals**

- Assessed a request from *Today Photographer* that came through STPB NY. As this publication is not a target market for STPB, the agency declined the opportunity to fully host the photographer (he wanted air, accommodations and tours).
- Completed a media educational form for freelancer Nina Simonds. This freelance writer, with assignments from such publications as *The Boston Globe* and *Eating Well* magazine, requested a press rate for a three-night stay in Singapore. STPB HQ was requested to help offer any interview ideas for Nonyan chefs or food stories.
- As a result of an agency pitch earlier in the year, freelance writer Everett Potter, contacted the office to put together an itinerary for an upcoming trip. The writer has assignments for stories on Singapore from the following publications: *World Traveler* (Northwest Airlines' inflight magazine), *New York Times Syndicate* (hundreds of newspapers from around the country), *Frequent Flyer* magazine (circulation 250,000), *Diversion* (circulation 176,313)

### **Other**

#### **Zoo Exchange**

Sent an additional reminder fax to Bernard Harrison regarding this project. The fax sparked instant correspondence with the Bronx Zoo and the promise from the U.S. participant that they will be completing legal paperwork soon. Agency will continue to call the zoo weekly to obtain a date for this exchange.

#### **Rockefeller Center**

After making contact with the Singapore Botanic Gardens, agency advised the Rockefeller center to communicate with the garden directly to handle logistics and details of plant types, numbers and transportation. A letter was sent from Rockefeller and the agency will follow up to ensure it is recognized and reply is sent. Once details are established the agency will be working on possible promotional opportunities and will devise a publicity plan for the event.

## MIS

Agency coordinated these events including handling RSVPs, setting up venues, securing menus, producing nametags, developing detailed descriptions on each media attendee for Mr. Yeo's information and attended the events. The agency developed a special press kit including biographical information on each delegate and pitched the "Tourism Unlimited" story to the media (including those who could not attend). Although these events were successful, it was agreed that larger press events will be held the next time STPB dignitaries travel to the U.S. The agency explained that if more planning time had been given and the event was able to encompass consumer media (this event was strictly limited to the trade media), a more special event could be successfully arranged.

## IT&ME

Agency developed an extensive press kit customized for IT&ME and aggressively pitched both *Motivation Show Daily* and *USAE* on STPB's participation in IT&ME. Four feature articles resulted (see trade placement). An invitation fax was sent to all media participants with details on the STPB booth and dignitaries available for interview and an agency representative attended the event.

## ChicagoLand TV

Agency pitched Masud Moiz as a possible STPB spokesperson on ChicagoLand TV while they were covering the IT&ME convention. These efforts resulted in a 3 minute spot.

## The James Beard Foundation - Annual Auction

The agency has been working with the foundation, STPB NY and HQ. A table has been secured at the function for a Singaporean chef to host. This is a very prestigious honor and will prove to be beneficial to STPB's exposure at the event. In addition, the chefs will be preparing a small food sample for distribution to the 400+ crowd. Singapore still remains the grand auction item with two SIA tickets, accommodations at the Four Seasons and culinary school classes at The Raffles. The agency is continuing to negotiate the possibility of additional exposure through the Beard Houses press releases, newsletter, catalogue and possible STPB representative to announce the package.

## NAPS Releases

Was distributed by service. Awaiting placements predicted for next month.

## Press Trip

Agency secured three very influential writers for an October press trip. With SVPA's approval agency worked with STPB LA to secure both SIA and domestic tickets. Agency is currently working closely with HQ to develop an itinerary. The following writers will be in attendance:

Elizabeth Wright - *San Antonio Express News*, Texas (circulation 406,927).  
Hearst Syndicate (over 12 major daily newspapers including *San Francisco Examiner* etc.)

Carol McCabe - *Providence Journal*, Rhode Island (circulation 269,427).  
Knight Ridder Syndicate (over 50 major daily and weekly newspapers e.g. *Miami Herald*, *Philadelphia Inquirer* etc.)

Dana Hammond - Copley News Service (syndicated to 1,500 daily and weekly newspapers including the *New York Post* etc.)

# # #

# Stuck at O'Hare? Dulles? LAX?

## *Living out the layover at airports*

By Wendy Perrin

IMAGINE A TRANQUIL ROOFTOP POOL fringed with palms. A quick dip, a poolside lunch, and an afternoon sunbath. An hour's workout at the health club a few steps away. A sauna, a shower. A piña colada and a panoramic view. Then you head downstairs to join fellow passengers waiting, bored and cranky, at the departure gate. The place: Miami International Airport. The occasion: a four-hour layover.

Whoever said getting there is half the fun probably hadn't spent much time in airports. Most people automatically equate them with discomfort and tedium. A lengthy layover or flight delay is typically spent sitting around for hours with little more to do than browse at newsstands and booze it up at the bar. Travelers lucky enough to be stuck at a particularly user-friendly airport might get to watch CNN at the gate or stroll through stores like the Sharper Image or the Body Shop. If they're at a major connecting hub, they can even rent rooms with beds, showers, and phones on a four- or six-hour basis.

But some airports offer far more interesting possibilities—everything from city tours to movie rentals, from casino gambling to striptease acts, from simulated golf to waterskiing. Here is our guide to the most enjoyable ways of killing a few hours at

some of America's and the world's busiest airports.

### FOREIGN AIRPORTS

#### Amsterdam (Schiphol)

Take a two-hour city or countryside tour in comfortable minibuses operated by Holland Tours Schiphol. If you prefer to linger at the airport,

the wall and broadcasts boarding announcements).

#### Berlin (Tempelhof)

Catch a show at La Vie en Rose, the only revue theater at an airport. The current cabaret spotlights an illusionist, a striptease artist, and an exotic dancer named El Pythonia, who performs with her rare white tiger pythons. Check out the Magic Bar next door, which resembles a Disneyland castle and features a magician barkeep.

#### Frankfurt (Frankfurt-Main)

Taking a tip from Schiphol, Frankfurt airport will be opening a casino in early 1996. Until then, travelers will have to content themselves with the disco, bowling alley, games arcade, sex shops, and pornographic movie cinemas in terminal 1; or they can head for the stage outside the McDonald's in terminal 2, where local bands perform. There is also a collection of vintage aircraft, as well as airport tours that include a trip through the impressive baggage-conveyor system.

If time is short, stick to the monorail that shoots between terminals (a round-trip ride takes five or six minutes) or go to the observation deck at the visitors' terrace for a bird's-eye view of takeoffs and landings.

#### Hong Kong (Kai Tak)

A 15-minute cab ride will have you in the Tsimshatshui



*Dancing with Pythons*

shopping district. Stop by the Peninsula Hotel for high tea accompanied by harp music in the elegant lobby or for a meal and a stunning view of Hong Kong at the Philippe Starck-designed rooftop brasserie.

#### London (Heathrow)

Shop at Harrods, Burberrys, Liberty, and other famous British stores—BAA, which runs Heathrow, insists that they charge the same prices as in town—while the kids entertain themselves in the Terminal 4 playroom.

#### Munich (Franz Josef Strauss)

Head for the Kempinski (it's connected to the airport by a walkway) for pretzels straight from the oven and fresh draft beer. Its outdoor Bavarian beer garden borders on a funky, 172,000-square-foot geometric garden. You can use the hotel's pool, take an aerobics class at its health club, or even get a massage.

#### Paris (Charles de Gaulle)

Those who can afford it should consider dinner at Maxim's, in terminal 1, followed by a duty-free shopping spree for Cartier, Chanel, Dior, Hermès, Guerlain, Pierre Cardin, and Yves Saint Laurent.

#### Singapore (Changi)

Travelers with several hours to spare can take a free city tour (offered three times a day) or head for the free movie theater (three screenings a day). Those with less time can visit the rooftop pool

## Pittsburgh



*Massage Therapy*

consider working on your tan at the Sun Center, your body at the Fitness Center, or your swing at the Golf Center, where a golf simulator lets you play any of 24 international courses, with pros available for lessons. High rollers can visit the casino (not to worry: This casino has clocks on

**TICKER TAPE:** Cost of renting a mammoth Army Hummer jeep from Budget in Beverly Hills: \$300 a day.

and Jacuzzi, then sauna and shower at the fitness center. Stop by the Science Discovery Corner—which has exhibits for both kids and adults—on your way to testing out the karaoke lounge, and you'll probably leave Changi wishing you had more time to spend there.

#### **Sydney (Kingsford-Smith)**

Hop on the complimentary shuttle bus to the airport Hilton—three minutes away—for a jog, a swim, or 18 holes at the Kogarah Golf Club next door. The shuttle also takes sightseers and shoppers to downtown Sydney.

#### **Tokyo (Narita)**

Let the kids play computer games in the playroom while you rent a movie, music, or news program in the audio-video room. Or check out the Chiba Prefectural Botanical Garden or the Museum of Aeronautical Sciences, both right beside the airport. If you have a couple of hours, take a taxi to Narita's 1,000-year-old Buddhist shrine, Naritasan Shinsho-ji Temple.

#### **Zurich (Kloten)**

The train, which runs through the airport's lower level, will have you in the heart of Zurich in ten minutes. A free shuttle bus can whisk you to the Hilton, about a mile and a half away, for a massage. Or explore the airport's enormous food market, where locals shop on weekends. You'll find just about every Swiss food specialty—Sprüngli chocolates, cheeses that can be shrink-wrapped for passage through customs, fresh produce, breads, pastries, and liqueurs.

#### **U.S. AIRPORTS**

##### **Baltimore-Washington International**

The Observation Gallery's computerized interactive exhibits describe the history of air travel and provide current weather and air-traffic data

from across the country (it's the same system the FAA uses to monitor aircraft). There are even parts of a Boeing 737 with a flight simulator. Sitting in the pilot's seat and studying computer-generated images, you can maneuver the plane and "land" it at BWI.

#### **Boston**

Take the complimentary minibuses to the Harborside Hyatt, check your carry-on bags at the bell desk, hop on the hotel's water shuttle (it leaves every 15 minutes) for a seven-minute ride across Boston Harbor to downtown, and take a stroll through Boston's historic city center.

#### **Chicago (O'Hare)**

Even if it's snowing and ten below, you can still play Pebble Beach. Simulated golf is available at the O'Hare Hilton, smack in the middle of the airport, along with a putting green and lessons.

A sports bar with 13 television sets broadcasts sports events from all over the world. Also available are massages, tanning beds, a dentist, a manicurist, and 60 first-run movies for use in rooms that can be rented on a four-hour basis.

#### **Dallas/Fort Worth**

Head for the Hyatt Regency DFW, where you can catch a shuttle to the Hyatt Bear Creek Golf and Racquet Club for tennis, golf, or just a leisurely lunch amid the greenery.

#### **Denver**

There's plenty to gape at here—from the 125-foot-high ceilings to the \$7.5 million art project to the stunning Rocky Mountain vista (best viewed from the terminal's southern end) that stretches from south of Pike's Peak to the Wyoming border. In case an uncomfortable flight has got your back in a tangle, you

can visit a chiropractor in concourse B.

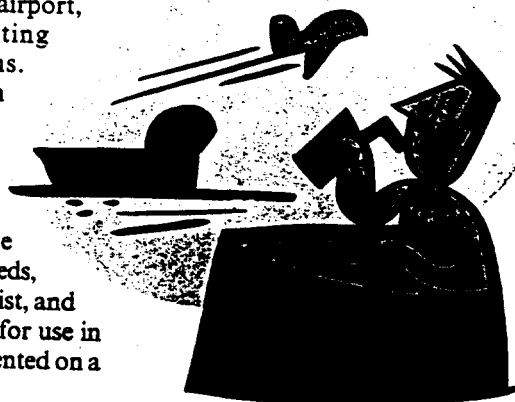
#### **Honolulu**

Visit the Pacific Aerospace Museum (complete with singing, dancing robot) or loll in the Sino-Japanese-Hawaiian garden. Those with several hours should ride the No. 20 public bus to Pearl Harbor (ten minutes away), the No. 19 or No. 20 to Waikiki (less than an hour away), or the No. 52 around the entire island, through pineapple plantations and along the north shore (a four-hour round-trip).

#### **Los Angeles**

After you've checked out L.A. through a telescope on the observation deck, cab it

## **Singapore**



## **Roofstop Jacuzzi**

to Marina del Rey—a 15-minute ride—for a stroll along the harbor and some café-hopping.

#### **Miami**

For \$5 you can use the rooftop pool, Jacuzzi, racquetball court, and running track at the Miami International Airport Hotel in concourse E. Water-sports fans can take the shuttle bus to the airport Hilton for waterskiing on its 100-acre freshwater lagoon. Jet Skis and Waverunners can be rented as well.

#### **Orlando**

Ride the elevated rail that glides over 450 acres of lush tropical gardens, then view them from a different angle at the Hemisphere Restaurant on the ninth floor of the mid-airport Hyatt Regency.

#### **Pittsburgh**

Those suffering from aches and pains can head for Stress Breakers, in concourse C, for a massage; if that isn't sufficient, stop by the medical center sponsored by the University of Pittsburgh for a free cholesterol check.

#### **San Francisco**

Bay Front Park stretches for two and a half miles along the coastline. Grab the shuttle bus to the Westin San Francisco and stroll, bike, or run through the park on trails winding past waterfalls, over bridges, and through nature preserves with hundreds of varieties of wildflowers.

#### **Washington, D.C. (Dulles)**

A taxi ride will have serious shoppers at the Galleria mall in MacLean, Virginia, in 15 minutes. For a massage or a swim, head for the airport Hilton. For tennis, beach volleyball, or a baseball diamond, you can visit the Dulles Marriott.

OF COURSE, MEMBERSHIP in an airline lounge club makes layovers and delays far more palatable. Keep in mind that if you find yourself in an airport that doesn't operate your preferred club, you can always pay to join another airline's club on a short-term basis. A one-day membership in American Airlines' Admirals Club costs \$50 whereas United's Red Carpet Club costs \$25. A Continental Presidents Club monthly membership is yours for \$30. □

**TICKER TAPE:** The oldest public golf course in the U.S.: Van Cortlandt Golf Course in Bronx, New York (100 years old).

## **SINGAPORE**

**October 28 Deepavali—Festival of Lights:** Indian homes glow with oil lamps, shops in Little India sell special delicacies, and temple altars are piled high with offerings of fruit and flowers as Hindus commemorate the victory of good over evil. Prayers are chanted at most temples while statues of the presiding deity are paraded around the grounds. Perumal Temple is a good viewing spot.

## BUSINESS TRAVEL ASIA

# New Convention Center Spurs Hotel Development

By MARIA LENTART

Singapore - Hotel development in Singapore is picking up its already-rapid pace because of last week's opening of the Singapore International Convention & Exhibition Centre, as well as other developments.

"By the end of the decade we expect to have up to 36,000 hotel rooms in Singapore," said Siew-Kheng Tan, vice president-Western USA for the Singapore Tourist Promotion Board (STPB) in Los Angeles. "That includes everything from boutique hotels in the Chinatown district to four- and five-star hotels near the convention center."

Openings in the last two years have included the 406-room Inter-Continental, the 543-room Traders Hotel, the 256-room Four Seasons and the 136-room Albert Court Ho-



tel. The number of rooms in Singapore, estimated at 25,000 in 1994, will have increased by some 3,000 by the end of 1996.

Not surprisingly, hotel construction is active near the convention center in a newly developing area that encompasses Suntec City, Marina Square and the Millenia Singapore complexes.

The area already boasts Pan Pacific, Marina Mandarin, Raffles and Westin hotels, and a 600-room Ritz-Carlton and 500-room Pontiac Marina are slated to open there next year.

"Eventually there will be about 7,000 hotel rooms within walking distance of the convention center, meaning that most large conventions can be accommodated right there," said Tan.

The center, which soft-opened in May and held its grand opening Aug. 30, is designed for groups of at least 500, and features a central hall that can seat up to 12,000 delegates. With 300 events scheduled between now and the end of 1996, the convention center alone is expected to be a major source of business, according to Tan.

Upcoming events include the Asia Travel Mart, Oct. 19-22 (with an expected draw of 15,000), and the Rotary International Convention, which could attract more than 25,000 people.

Hotel occupancy and convention business also has been boosted by the development of five large office towers in Suntec City. Construction is scheduled to be completed in stages over the next two years.

"Though we're the closest hotel to the convention center, it is actually individual corporate travelers that we see as our fastest-growing market," said Linda Adams, marketing consultant for Pan Pacific Hotels and Resorts. "More companies are moving their regional headquarters to Singapore, and Suntec City will be the new business hub for Singapore."

One hotel preparing for the expected rush for rooms is the Pacific Hotel Singapore. The first property to open in Marina Square more than 10 years ago, the 800-room hotel recently upgraded its guest rooms with larger work desks, enhanced lighting, video messaging and other amenities.

Another stimulus to occupancies is the STPB's Meet in Singapore 1995 campaign, launched in 1992. It encompasses promotional events worldwide, discounts on hotel rooms, meeting space and other incentives for international groups of 300 or more.

New promotional efforts include a series of Meet in Singapore dinners in Washington, New York and Chicago. The STPB

also is planning an international "Incentive in Singapore" event in February. Incentive planners from the Americas, Europe and Australia are expected to attend.

Singapore's Chinatown district continues to be a magnet for small boutique hotels converted out of colonial-era shop houses. With Chinatown a short distance from the main commercial center along Orchard Road, these hotels attract business travelers by offering a convenient location combined with a quaint, personal atmosphere and attractive rates.

One such newcomer is the 79-room Royal Peacock, which previously consisted of 10 colonial-era shop houses. Rates are \$89 to \$140. Another is the Chinatown Hotel Singapore, with a rate range of \$80-100.

## New Luxury Hotels Join Singapore's Roster

Several international chains are opening hotels in Singapore this year, among them the Ritz-Carlton Hotel Company, Inter-Continental Hotels and Resorts, and Shangri-La Hotels and Resorts.

A Ritz-Carlton hotel will be the centerpiece of the quirkily spelled Millenia Singapore, a new waterfront development, along with a second hotel (which has not yet been signed up), a shopping center and two office towers. Scheduled to open in mid-January, the Ritz-Carlton, Millenia Singapore will have 532 guest rooms and 80 suites whose large windows will provide views of the skyline and Marina Bay. The hotel will have three restaurants, a 24-hour business center and meeting facilities, an outdoor swimming pool, a fitness center, tennis courts and seven acres of landscaped tropical gardens. Rates start at \$316 a night for a double room. Reservations: (800) 241-3333.

The Hotel Inter-Continental Singapore opened in July as part of a new shopping and business complex in Bugis Junction. The 406-room hotel has four restaurants, a rooftop swimming pool, a fitness center, a 24-hour business center and conference facilities. The decor, designed to reflect Singaporean culture and history during the first half of this century, includes an extensive collection of specially commissioned paintings and sculptures by local artists. Room rates start at about \$170 a night for two. Reservations: (800) 327-0200.

# DINING WITH WONDER

*The Imperial Herbal Restaurant in Singapore  
has a cure for just about everything  
including—perhaps—your appetite*

By Mark Jenkins

I have a horrible feeling I know what's going to happen next.

"Just a moment," says my pal Boon Hee, who lays down his chopsticks, jumps up from the table and scuttles through the packed Imperial Herbal Restaurant here in Singapore. I'm left nervously making small talk with Mrs. Wang Tee Eng, the restaurant owner, in between mouthfuls of quick-fried shredded fish with yam.

My worst fears are confirmed when Boon returns waving two branchlike objects. "This one bull penis; this one deer penis!" he announces triumphantly.

Curious diners watch my expression as Boon and Mrs. Wang explain the aphrodisiac properties of the two organs, and how they're boiled, dried and sliced to make into curative, or "tonic," soups and wines. Mrs. Wang is especially explicit. The dainty Singaporean Chinese restaurateur points to the shriveled testicles and rejoices, "That's where all the hormones are!"

I sit there with an aghast look on my face. I wish someone would beam me up to an overflying 747 that would whisk me stateside, where lunch companions are not in the habit of brandishing mammal members at me in public places.

Mercifully, Boon returns the offending objects to the kitchen, and we resume one of the most interesting—albeit peculiar—meals I've ever eaten.

The Imperial Herbal Restaurant—located on Seah Street just blocks from the legendary Raffles Hotel in the heart of "Old Singapore"—is, according to Mrs. Wang, the world's only

restaurant serving a full gamut of dishes expressly intended to remedy conditions ranging from arthritis to low sexual appetite (that's what the bull and deer you-know-whats are for).

The restaurant's runaway success in Singapore may be attributed to the Chinese conviction that you truly "are what you eat." It was inspired by southern China's "tonic soup" cafes—eateries specializing in soups made with ingredients said to possess curative powers. Patrons of these establishments believe their "yin" and "yang" can be calibrated through judicious consumption of these soups. Tonic soups, according to Boon, are familiar to Singaporeans—most of whom have roots in southern China—because they are a staple of dotting mothers who are thrown into a tizzy if one of their offspring looks even slightly off-color (where it comes to mollycoddling, Jewish mothers can't hold a candle to their Chinese counterparts).

During a visit to southern China in 1986, it occurred to Mrs. Wang—freshly graduated from business school in Canada—that she could take the tonic soup concept a step further in Singapore, whose population is 78 percent Chinese, prosperous and food-obsessed.

She opened the Imperial Herbal Restaurant in 1988. In contrast to the down-home ambience of the traditional tonic soup cafes in southern China, Singapore's Imperial Herbal Restaurant is decidedly upscale, replete with rosewood furniture and fittings and antique silk wall hangings. The restaurant seats 160, and the day I was there, it was crowded with tables filled with tonic-wine-chugging housewives, yuppies scarfing dishes intended to reduce their stress levels, ginseng-gobbling tourists from Hong Kong, Taiwan and Japan, and even a few bemused *queilo* (white devils—like me).

On Mrs. Wang's payroll from the beginning has been Li Lian Xing, a famous Chinese herbalist from Tianjin, China. Mr. Li worked with a master chef from China, Shi Lian Yong, to concoct a myriad of health-enhancing recipes. Not only did the dishes have to have curative powers, they also had to be delicious.

This is Chinese cuisine at its most sophisticated—as different in style and substance from your local Chinese takeout as nouvelle cuisine is from Burger King. It is the caliber of fare one would expect from a kitchen overseen by a former winner of China's National Culinary Competition, as Mr. Shi is. Before leaving China, Mr. Shi was the winner of more awards, competitions and medals than any other chef in that country.

Take, for instance, my shredded fish with yams. The fresh steamed fish was firm but tender and served in a pungent garlic sauce that was sweet, savory and spicy all at once—superb to the taste.

But that's only half the story. According to Mrs. Wang, the yams will help strengthen my spleen and stomach, thus improving my digestive system, and tone up my lungs and kidneys.

And that's not all. The dish also purports to reduce blood sugar and remedy mild forms of diabetes.

As for the double-boiled chicken soup with ginseng and Chinese wolfberry, the hearty dark broth allegedly improves blood circulation, lowers cholesterol, improves eyesight and helps control diabetes. The chickens they use for this dish, incidentally, are "black chickens," a different breed of fowl whose flesh is as dark as slate.

The Singaporean Chinese believe this breed of chicken is more nutritious than your run-of-the-mill white-fleshed variety.

Mark Jenkins is a free-lance writer and television producer who was born, raised and educated in Singapore.

Chicago Tribune  
October 8, 1995  
Circ: 1,110,552

Double-boiling, as Mrs. Wang explains, is the process of cooking soup in a container that is then placed in yet another cauldron filled with boiling water. There is no direct contact with the heat, so it cooks slowly and steadily. There is no likelihood that the soup will get burned and the very low evaporation rate insures that most of the nutrients remain. Tonic soups are usually double-boiled for at least three hours.

Warming to the subject, I ask Mrs. Wang to recommend something for the after-effects of a 24-hour transcontinental, trans-Pacific marathon flight from Boston. She doesn't miss a beat. "Coming from a cold, dry climate to Singapore, which is hot and humid, requires your lungs to be moistened," she says. "And for that I recommend dishes using the bulb of lily flowers."

And jet lag itself? "Ginseng!" blurts Boon, and Mrs. Wang nods sagely.

"Ginseng in tea, in soup, in main dishes—always restorative," she intones.

Flipping through the menu, I encounter dishes far more exotic than the ones Boon has ordered for us: monkey-head mushroom with milk vetch root ("improves complexion; enhances memory and all mental functions; sedative prevention of cancer, especially stomach cancer"); stewed shin beef with polygonum multi-

florum soup ("prevents premature graying; promotes longevity"); freshwater fish with American ginseng ("prevents spontaneous perspiration, fatigue, shortness of breath"); the whip soup ("aphrodisiac"); gui fei soup ("a lady's tonic soup for a youthful and beautiful complexion"); multiflorum jelly ("preserves the original color of the hair").

Some dishes have as their main ingredient scorpions and ants, which are first marinated in Chinese rice wine and deep-fried in a lightly spiced batter until they are a crispy golden brown. Ants, a group of esteemed Chinese scientists recently reported, act against rheumatism, hepatitis B and other "immunity disorders."

I'm skeptical. But Mrs. Wang points to China's millennia-long herbalist tradition, part of Chinese medicine's "four pillars" (the other three are acupuncture, manipulation and foot therapy).

She correctly observes that Western medicine has for years been co-opting tenets of its much older Chinese counterpart. AIDS researchers are particularly aggressive in their pursuit of Chinese herbalist cures.

Among sophisticated Singaporeans, one of the Imperial Herbal Restaurant's selling points is Mr. Li's ability to get his hands on China's finest herbs, many of which the Chi-

nese government restricts from being exported. This is thanks to the restaurant's being a joint venture with the Chinese government—an anomaly that is testament to Mrs. Wang's proficiency in the art of the deal (for their part, the Chinese government welcomes the foreign currency).

Another draw is Mr. Li. The trained herbalist (he's also a qualified physician) mans a traditional-looking Chinese herbal medicine counter close to the elegant restaurant's entrance-way, a sight that is as incongruous as a prescription counter at Morton's.

**B**y request, Mr. Li will check your pulse and examine your tongue, provide a diagnosis of your health and recommend dishes you should order. He may also prescribe a package of herbs for you to steep in hot water and drink. These packaged herbs range in price from \$4-\$15 (U.S.).

A woman might choose a remedy for female sexual ennui, a mixture of herbs appropriately named for Qin Fei Yin, a reputedly insatiable imperial courtesan.

Or how about an herb mixture that promises to preserve the recipient's "youth and longevity"?

Mrs. Wang has astutely tapped into the Singaporean Chinese fascination with food and its relationship to health.

Her regulars include many top politicians, including Lee Kuan Yew himself, prime minister for 25 years and now the nation's senior minister.

Part of the restaurant's appeal lies in its competitive prices.

Set lunches for two begin at about \$43 (U.S.). An excellent dinner for two can be had for \$60 (U.S.).

Bear in mind, the more of

you there are, the lower the price and the greater the variety of dishes you can sample.

And yes, it's easy to find items on the menu that won't deter the faint of heart and the timid of palate.

Most of the dishes feature quite familiar ingredients—seafood, poultry, beef and vegetables. It's only the presence of the oddly named curative herbs that is potentially off-putting.

Of course, bolder gourmands can venture off the menu's beaten path toward the deep-fried ants and bull penises.

Mrs. Wang tells me she has begun a trend; herbal restaurants are in the works elsewhere in Southeast Asia.

However, she's quick to point out that so far, none of those restaurants has the same special arrangement she does with the Chinese government.

Slowly the restaurant starts to empty. Boon and I finish our dessert of menthol jelly with honeysuckle flower ("good for sore throat"), which frankly makes me feel a little peculiar. Although it has the look and texture of lime gelatin, the menthol has the same effect on the lungs that old-fashioned mentholated chest rubs do.

I sit back in my seat, waiting for a wave of well-being to wash over me, sweeping away in its path the detritus of jet lag and an overindulgent night on the town, not to mention the heebie-jeebies from the four cups of coffee needed to get me going this morning.

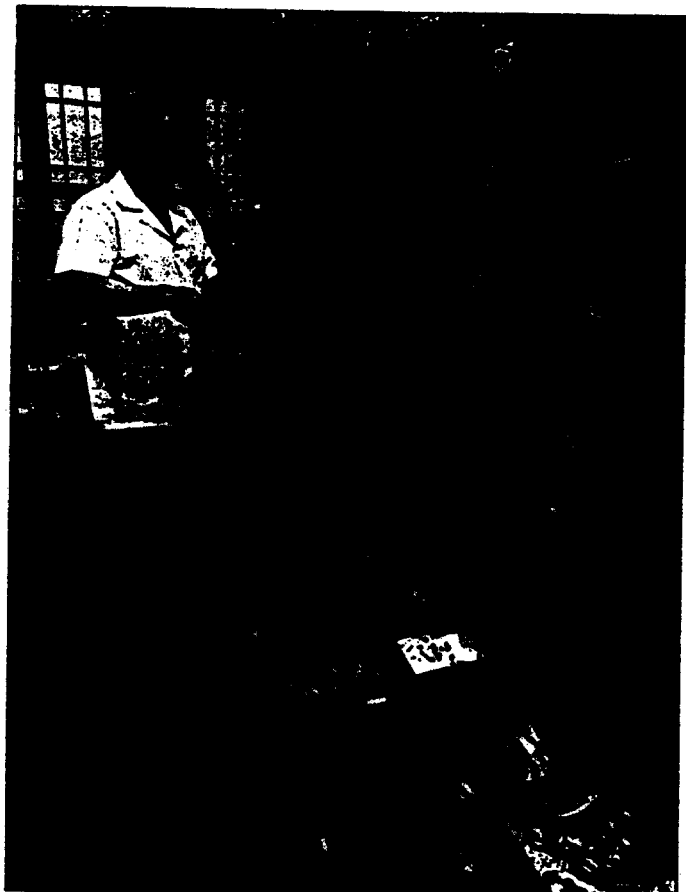
Nothing. I wait a little longer. Still nothing.

"It's not like Western drugs," Mrs. Wang says admonishingly. "You must live healthily and eat herbal meals regularly. No quick-fix solutions."

Well, at least my "original hair color" has been preserved. ■



**Mr. Li, also a physician, behind his counter: The finest herbs are served here, thanks to a tie-in with the Chinese government.**



**Herbalist Li Lian Xing alongside his cabinets: Inside them is an herb for what ails you—but don't expect a quick fix.**

Photos by R. Ian Lloyd

Grand Rapids, MI  
Press

Grand Rapids Met Area

Monday

D 147 175

AUG 28, 1995

N3150

**LUCE**

PRESS CLIPPINGS

Philadelphia Inquirer

August 29, 1995

Circ: 470,693

Pontiac Oakland Press

August 28, 1995

Circ: 71,986

Levittown-Bristol Courier Times

August 28, 1995

Circ: 69,087



**All together now** Seeking a new world record, more than 30,000 Singaporeans stretch and kick Sunday in a mass aerobic workout to mark Healthy Lifestyle Day. If confirmed by the Guinness Book of World Records, the exercise will top a 1993 record of 26,017 people on the Padang, the showpiece sports field in front of City Hall. The 30,000 target figure was chosen to coincide with Singapore's 30 years of independence, celebrated on Aug. 9. The Healthy Lifestyle campaign was inspired by a survey in 1992 showing that only 14 percent of Singapore's 3 million people exercised regularly. Once a problem is pinpointed in this regimented republic, it is only a matter of time before a drive is mounted to deal with it. AP PHOTO

International Meetings



The time difference that plagues many of us when calling overseas is not a problem for Adriaan Arends, convention/incentive travel manager, North America, Singapore Convention Bureau, Division of the Singapore Tourist Promotion Board. "6:00 p.m. here in Los Angeles is 9:00 a.m. in Singapore," said Arends, "so I send faxes at the end of the day, and the answers are waiting for me the next morning when I return."



Arends has been promoting Singapore for the past nine years, and has seen many changes. "The industry is really moving forward quickly, with faxes and electronic mail. The term globalization has been heard a great deal in the past few years.

"Singapore is in an excellent position to take advantage of this. We have one of the world's best airports, a good airline company, and we are well-located, near Malaysia and Indonesia. We also have the new Singapore International Convention & Exhibition Centre (SICEX), with 4,000

guest rooms at its doorstep, including a 600-room Ritz-Carlton.

"In fact, the owners of the Dusseldorf Centre have just purchased 49 percent of our new centre, so we expect to be doing a lot more business in the European marketplace especially.

"The recession years were lean, but now the indications are quite positive. Attendance at meetings in Singapore grew by 10 percent in 1994, and we have a number of very large events booked, including Rotary Clubs and COMDEX Asia."

Like his colleagues from other countries, Arends stresses the importance of local groups. Singapore publishes a directory of local associations, and helps match up American groups with Singapore societies. "We also have Rapport Night, where we meet with local groups and encourage them to invite organizations from other countries.

The greatest challenge for American groups is distance. Because Singapore is far away, they think it is very expensive. But we have an open skies policy, so we have a lot of airlines competing, and fares are reasonable.

"English is not a problem," said Arends, "because it is one of our four official languages. We were a British colony until World War II. We are accustomed to welcoming tourists. Our population is 2.5 million, and in 1994 we had seven million visitors."

As to customs regulations, "We can't avoid it, but we do our best to make it easy. We are all partners in this, and we try to get early clearance for groups. American planners should note that they will need a 'speaker's pass' for program participants. They will need to provide a basic outline of the presentation, so the pass can be issued.

"It is helpful to work with a local company, such as a professional conference organizer or a destination management company. We have over 100 registered PCOs and DMCs and will be happy to provide a directory to meeting managers.

According to Arends, "This is a very young country, with the average age 35 to 40 years old. Our focus now is on regionalization. We are trying to promote technology to our neighbors, such as Bin Tan Island, a new destination in Indonesia." ■

Doylstown, PA  
Record  
Philadelphia Met Area

Sunday SUN 6:30P

AUG 27, 1995

N4678

LUCE  
PRESS CLIPPINGS

Scranton Times  
August 26, 1995  
Circ: 42,226

Williamsport Sun-Gazette  
August 26, 1995  
Circ: 33,575

Lebanon News  
August 26, 1995  
Circ: 23,304

Adrian Telegram  
August 26, 1995  
Circ: 17,312

Lewistown Sentinel  
August 26, 1995  
Circ: 12,932

# Singapore's ghosts go back to purgatory

SINGAPORE (AP) — The spirits returned to hell this week; not that they were entirely unwelcome.

Their monthlong stay in the living world is marked in Singapore by the Festival of Hungry Ghosts, a mix of ancestor worship, Chinese opera, pop music concerts and the symbolic destruction of worldly comforts.

Many Chinese believe that the spirits of the dead are released from hell once a year to visit living relatives during the seventh month of the lunar calendar.

Those spirits without living

descendants or those abandoned by their kin wander around, hungry and angry.

"Being uncared for, they can make mischief. So the seventh month is set aside for offerings," said Patricia Lim, a Singapore academic.

For one month, giant joss sticks painted with red, green and yellow dragons are burned throughout Singapore, where three-quarters of the 3.3 million people are Chinese.

Feasts are held in public parks, where roaming ghosts are invited to choose from buffets of chicken, pork, rice and fruit. Later, living guests

take their turn.

In earlier days, Chinese operas known as "wayang" were organized for the dead ancestors. Now, pop music concerts are more common.

The most popular feature of the festival is the burning of mock currency and paper replicas of television sets, mobile phones, furniture and other modern comforts as offerings to the ancestors. The Chinese believe the spirits can make use of the objects.

Toward the end of the festival, auctions are held. Ceramic replicas of gods and goddesses are sold, along with

household utensils and other goods. But by far the most sought after item is "black gold," a large piece of charcoal believed to bring luck and prosperity. Bids go as high as \$13,000.

In return for the favors by the earthbound, Singaporeans expect the ghosts to help them with their otherworldly powers, perhaps with a blessing to help them pick winning combinations in the weekly lottery.

Whether the ghosts help out or do harm, many are uneasy until they are gone.

# THE GLOBETROTTER'S



| Destination                                       | Best Way In                                               | Hotel | Dinner | Water | Local Beer                        | Big Mac | Postcard Home | Gas/Gallon | Per Diem                         |
|---------------------------------------------------|-----------------------------------------------------------|-------|--------|-------|-----------------------------------|---------|---------------|------------|----------------------------------|
| <b>ATHENS</b><br>Greece<br>(page 36)              | Shuttle van from Heilnikon airport to city center, \$0.89 | \$242 | \$28   |       | \$6.50<br>Amstel                  | \$2.48  | \$0.53        | \$2.94     | \$307<br>69,186 drachmas         |
| <b>BEIJING</b><br>China<br>(page 71)              | Taxi to Forbidden City \$10                               | \$207 | \$27   |       | \$3<br>Yanjing                    | \$1.09  | \$0.30        | \$0.96     | \$256<br>2,125 yuan              |
| <b>BROKEN HILL</b><br>Australia<br>(page 62)      | Taxi to city center \$4                                   | \$53  | \$22   |       | \$1.50<br>Southwark Bitter        | None    | \$0.74        | \$2.25     | \$88<br>119 Australian dollars   |
| <b>HANALEI</b><br>Kauai, Hawaii<br>(page 42)      | Rental car from Princeville airport \$265/week            | \$125 | \$25   |       | \$3.50<br>Pacific Golden Ale      | None    | \$0.20        | \$1.60     | \$164                            |
| <b>HEIDELBERG</b><br>Germany                      | Direct trains from many German cities                     | \$237 | \$28   |       | \$6<br>Heidelberger 1603 Pilsener | \$3.43  | \$1.43        | \$4.13     | \$281<br>392 marks               |
| <b>LANCASTER</b><br>Pennsylvania<br>(page 37)     | Rental car from Philadelphia airport \$225/week           | \$86  | \$22   |       | \$4<br>Lancaster porter           | \$2.01  | \$0.20        | \$1.19     | \$124                            |
| <b>ŌSAKA</b><br>Japan<br>(page 78)                | Airport bus to downtown \$14.30                           | \$231 | \$55   |       | \$6.50<br>Suntory                 | \$4.30  | \$0.77        | \$5.07     | \$336<br>30,589 yen              |
| <b>PROVINCETOWN</b><br>Massachusetts<br>(page 31) | Rental car from Boston airport \$244/week                 | \$140 | \$25   |       | \$3<br>Samuel Adams               | None    | \$0.20        | \$1.29     | \$180                            |
| <b>RAROTONGA</b><br>Cook Islands<br>(page 42)     | Island Bus to hotels on main road \$1.34                  | \$107 | \$20   |       | \$2.50<br>Cook's Lager            | None    | \$0.60        | \$2.58     | \$139<br>207 New Zealand dollars |
| <b>SAN ANTONIO</b><br>Texas                       | Star Shuttle to downtown hotels \$7                       | \$107 | \$20   |       | \$2.50<br>Lone Star               | \$2.12  | \$0.20        | \$1.09     | \$144                            |
| <b>SAN JUAN</b><br>Puerto Rico<br>(page 112)      | Shuttle bus to downtown \$3.50                            | \$181 | \$30   |       | \$2.50<br>Medalla                 | \$1.95  | \$0.20        | \$1.04     | \$235                            |
| <b>SINGAPORE</b><br>(page 54)                     | Airbus to city hotels \$3.58                              | \$210 | \$28   |       | \$2.75<br>Tiger                   | \$2.11  | \$0.21        | \$3.58     | \$267<br>373 Singapore dollars   |

\*Hotel first-class and dinner (moderate to expensive restaurants) rates are for one. "Per Diem" is the estimated daily cost of meals/lodging per person; most are based on the Runtzheimier Meal-Lodging Cost Index.

# INDISPENSABLE INDEX



Weather Now



Before You Go



Favorite Food



Spotlight



Bookstore



Don't Miss



Best Buy

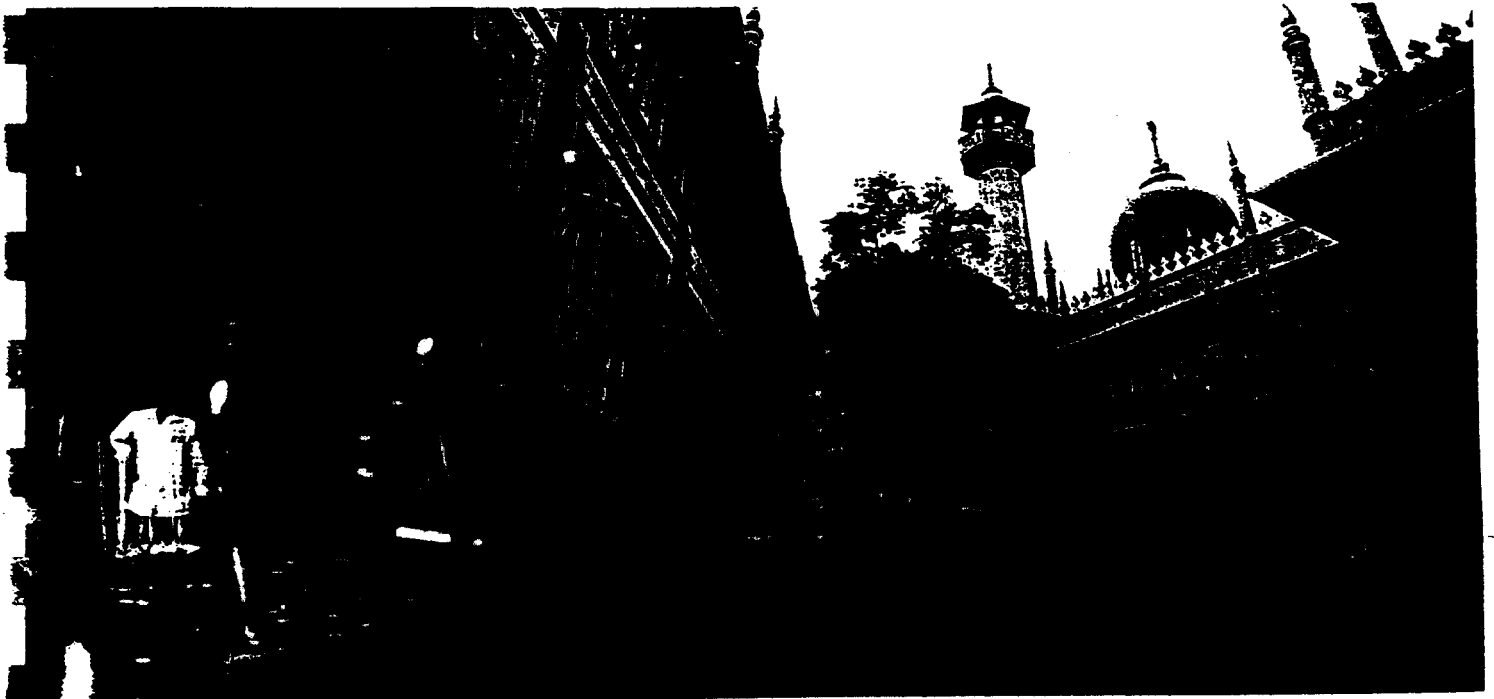
|                                                |                                                                                       |                                                               |                                                                               |                                                                             |                                                                                                                                                                       |                              |
|------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 60°-75°F<br>Mostly sunny                       | Read about Henry Miller's Greek travels in <i>The Colossus of Maroussi</i>            | <i>Mezedes</i> (appetizers like tapas, instead of a meal)     | New subway system: when will it ever be completed?                            | Kaufman, at 28 Stadiou St., for a wide selection of books in English        | Season opening of Megaron Mousikis (Athens concert hall), with New York's Orpheus Chamber Orchestra (10/12-13)                                                        | Leather goods                |
| 43°-63°F<br>Pleasant, with little rain         | Rent or read Amy Tan's <i>The Joy Luck Club</i> , on Chinese life then and now        | Beijing duck                                                  | Emergence of elite clubs for businessmen, politicians, and new "gentry"       | Foreign Languages Bookstore, on Wangfujin, for books and music              | Wandering through the Forbidden City, off-limits for 500 years... exploring lake and gardens at spectacular Summer Palace... Lama Temple, Beijing's best temple       | Down jackets                 |
| 63°-76°F<br>Fine and mild                      | See <i>Priscilla, Queen of the Desert</i> , and look for Broken Hill's Mario's Palace | Barbecue kangaroo steaks                                      | Pro Hart, gallery owner and the region's most prominent artist                | Outback Books, at 309 Argent St., for books, videos, and CDs of Australiana | Country Music Festival (10/7-8)... delivering mail with flying postman (Saturdays)... antiques fair (10/7-8)... Family Sports and Picnic Day (10/29)                  | Aboriginal art               |
| 60°-80°F<br>Sunny, with early and late showers | Rent <i>South Pacific</i> , where these mountains are immortalized as "Bali Hai"      | <i>Poki</i> (marinated raw fish)                              | Helicopter tours along Na Pali Coast: is the fun worth the noise pollution?   | Pedal & Paddle, in Ching Young Village, for trail guides and travel books   | Hiking to Hanakapi'i Beach... a Taniti Maui... wet and dry caves near Haena Point... tropical-fruit smoothies at Hanalei Gourmet... Waioli Mission House Museum       | Niihau-shell jewelry         |
| 44°-53°F<br>Cool and overcast                  | Laugh aloud at Mark Twain's Eurocean travels described in <i>A Tramp Abroad</i>       | <i>Zwiebelkuchen und neuer Wein</i> (onion pie and new wine)  | Latest cinematic achievements at international film festival (10/14-21)       | Wetzlar, at 79 Plock, for books in many languages                           | Gothic-Renaissance castle, one of Europe's finest castles, approached from Old Town... Philosophenweg, beautiful walking trail along Neckar River... university       | Retro second-hand clothes    |
| 55°-70°F<br>Sunny and clear                    | Rent <i>Witness</i> , with Harrison Ford, for local Amish scenes                      | Apples                                                        | Celebrated reopening of newly renovated Fulton Opera House (10/14)            | Borders, at 940 Plaza Blvd., for relaxing with coffee and myriad books      | Central Market, for fresh produce and breads (Tues., Fri., Sat.)... Harvest Days at Landis Valley Museum (10/7-8)... fall jazz festival and outdoor art show (10/8)   | Amish quilts                 |
| 55°-72°F<br>Mild, with a chance of showers     | Learn about Japanese culture in <i>Looking for the Last</i> , by Alan Booth           | <i>Takoyaki</i> (dumpling with octopus and vegetables)        | Hugely popular bimonthly television show "World Shopping Theatre"             | Kinokuniya, inside Hankyu Umeda subway station, for international books     | Midosuji Parade, with colorful floats (10/8)... koyo, transformation of forest with blazing fall foliage... more than 1,000 exhibits at Museum of Oriental Ceramics   | Photographic equipment       |
| 40°-60°F<br>Cool and windy                     | Enjoy historical and current writings in <i>A Place Apart: A Cape Cod Reader</i>      | Steamed lobster                                               | Irene Rabinowitz, outspoken activist: has she been ousted from public office? | Provincetown Bookshop, at 246 Commercial St., for an eclectic selection     | Provincetown Art Association and Museum, for some of the best works on the Cape... whale-watching... hiking along Province Lands, on the seashore                     | Artwork (pick your favorite) |
| 70°-84°F<br>Tropical, with some rain           | Read <i>Nomads of the Wind</i> , by Peter Crawford                                    | Grilled fish with breadfruit                                  | Protests against French nuclear testing in the Pacific Ocean                  | Bounty Bookshop, in Avarua, for books, newspapers, and souvenirs            | A leisurely bike ride all the way around the island... exploring nearby Aitutaki's shallow lagoons by canoe... cooking a picnic lunch in an underground oven at Pin's | Hand-dyed pareus             |
| 60°-82°F<br>Sunny and pleasant                 | Assess Jeff Long's controversial <i>Duel of Eagles</i> , on the Alamo debate.         | Mexican-style soups at El Mirador restaurant (Saturdays only) | Boldly designed new "enchilada red" Central Library                           | The Twig Book Shop, at 5005 Broadway, for a wide selection                  | Annual romantic evening at San Antonio Botanical Gardens, softly lit by hundreds of lanterns (10/7)... Shrine circus (10/19-22)... San José Mission... Mexican market | Salsa                        |
| 75°-85°F<br>Mild and dry                       | Get the latest copy of <i>Que Pasa?</i> , for events around town (800-223-6530)       | Fried <i>bacalao</i> (codfish)                                | Booming business in recently developed Condado area                           | Bell, Book & Candle, on De Diego Ave., for an array of titles in English    | Discovering Old San Juan's small museums and galleries... views from El Morro, old fort... margaritas at Mona's... relaxing at Isla Verde beach                       | Rum                          |
| 74°-87°F<br>Fine, with occasional showers      | Read the Singapore chapter in Stan Sesser's <i>The Lands of Charm and Cruelty</i>     | <i>Onoe onoe</i> (sweet and chewy dessert, with coconut)      | Renovation of Little India: is it too sterile?                                | MPH Bookstore, on Stamford Rd., for a good selection of books in English    | Deepavali celebrations and festival of lights, in Little India (through 10/29)... fire walking at Sri Mariamman Temple (10/13)... Night Safari nocturnal zoo          | Software                     |

\* Tap water safe in tourist areas only; check for your specific destination.

Compiled by Cindy Crain

# travel

AROUND THE WORLD AND CLOSE TO HOME



Destination  
SINGAPORE

## A Taste of the Past in Asia's Powerhouse City

ON A PENINSULA IN THE SOUTH CHINA SEAS,  
THIS ASIAN MEGALOPOLIS DAZZLES ITS VISITORS WITH A MIXTURE  
OF ETHNIC CULTURES, CUISINE, AND CAPITALISM.

By Janet Fletcher

**I**n the shadows of the awesome Sri Mariamman, Singapore's oldest Hindu temple, a young man hawks his sidewalk service. "One palm: \$5. Two palms: \$10." Step right up to the Compuscope. Put your hand on the photocopier. Stand by while the computer examines your lifeline and the printer spits out your fortune.

Tradition meets technology at every turn in Singapore. This ambitious island-nation at the southern tip of the Malay peninsula serves visitors a seductive stew of spir-

itualism spiced with commerce. Old ways are mixed with new. On Baghdad Street in Singapore City, the capital that dominates the island, a businessman walks briskly past tin-roofed shacks, cellular phone to his ear. Alongside the renovation rubble on a Chinatown street, a makeshift shrine rids the construction site of harmful spirits.

Like the mythical Janus, Singapore shows the world two faces. One looks back, attempting to preserve the spiritual and cultural heritage of the island's Chinese, Malay, and Indian residents. The other looks fiercely forward, intent on achievement—measured in Singaporean terms by the possession of a pager, a cellular phone, and a new Mercedes. No one who has watched this former fishing village become an economic powerhouse in thirty-five years—harboring the world's busiest container port, with six hundred ships in at any one time—can doubt that the latter face calls the shots.

But as participants in day-to-day life here know, the island thrives at the expense of some personal freedom. Residents laugh



at a popular T-shirt that calls Singapore "a fine city," followed by a list of fine-generating offenses (chewing gum among them). There is no jury system, and the government has a Big Brother-like propensity for social engineering. ("Why wait?" says a poster in the subway, urging Singaporeans to procreate.) But there is also a home and a job for everyone, which goes a long way toward quieting critics. "Nobody wants to rock the boat," says one native. "We all want a piece of the pie."

For visitors, the result of these social controls is a pristine and orderly city, a richly multicultural society with few racial problems. And thanks to the willingness of Singapore's ethnic groups to peacefully co-exist and, occasionally, intermarry, the country's cuisine is one of the most extraordinary in Asia.

At the Nonya and Baba Restaurant, Dolly and Johnny Yeo preserve the craft of

Nonya cooking, a distinctly Singaporean specialty born from the marriage of immigrant Chinese men and Malay women. (Straits-born Chinese, known as Peranakans, call their female children *nonyas* and male children *babas*.)

Nonya cooks incorporate threads from both cultures in their complex dishes. Highlights of Dolly Yeo's repertoire include *lemak puteh*, a stew of sweet potato flesh and leaves in a rich coconut milk gravy; and the time-consuming *ayam buah keluak*, stewed chicken with lemongrass, chili paste, tamarind, and an Indonesian nut that has been painstakingly cleaned of its meat and restuffed.

Nonya traditions are dying out, says Johnny Yeo, because young people are

*Opposite page, from left: Candles and incense decorate a Chinese temple; the Sultan Mosque was rebuilt in the Arab District in 1928.*

*Above, from left: fruits and vegetables in the Zhu Jiao Centre; a temple offering. Below: On Sundays, residents listen to songbirds at neighborhood cafés.*

too bent on careers. But even the busiest executives in this food-loving town are never too busy for a good lunch, which may be as simple as a \$3 plate of Hainanese chicken rice. At noontime, men in white shirts and ties pack the Yet Con Restaurant, bent over plates of velvety boiled chicken, steamed rice, and cucumbers. Each diner mixes his own dipping sauce, a blend of soy sauce, chili paste, and grated ginger.

"Singapore is a food city," acknowledges Juliet David, former publisher of a Singaporean food magazine and now a consultant to restaurants and hotels. "We talk about lunch over breakfast, and we talk about breakfast over dinner."

## PLANNING A VISIT

### getting there

Singapore Airlines (800/742-3333) offers a daily direct flight (SQ1) from San Francisco to Singapore, with a brief stop in Hong Kong.

### where to stay

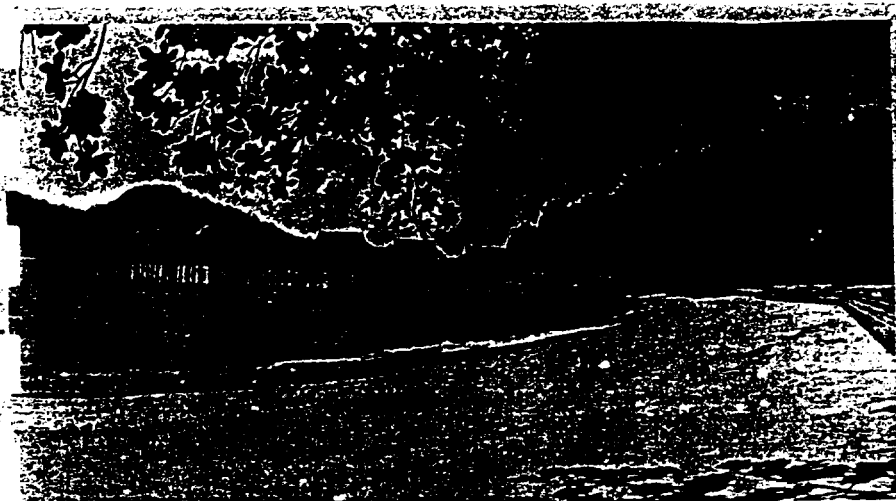
The modern **Marina Mandarin Hotel**, designed by John Portman, is conveniently located near the city's center. The property has 640 rooms and a twenty-one-story atrium. Rates are approximately \$185 to \$216 (US). 6 Raffles Blvd, #01-100, Marina Square; phone 65-338-3388, fax 65-339-4977.

The **Duxton Hotel** is a European-style boutique hotel with forty-eight rooms fashioned from eight converted Chinatown shophouses. Rates are approximately \$209 to \$283 (US) and include a full English breakfast. 83 Duxton Rd; phone 65-227-7678, fax 65-227-1232.

A short walk from Orchard Road shops, the **Ladyhill Hotel** is a modern, chalet-style hotel with 171 rooms. Rates are approximately \$119 to \$164 (US). 1 Ladyhill Rd; phone 65-737-2111, fax 65-737-4606.

### where to eat

**Nonya and Baba Restaurant**, 262-264 River Valley Rd; phone 65-734-1382. **Yet Con Chicken Rice Restaurant**, 25 Purvis St; phone 65-337-6819. **Muthu's Curry Restaurant**, 76/78 Racecourse Rd; phone 65-293-7029. **Madras New Woodlands Café**, 14 Upper Dickson Rd; phone 65-297-1594. **K. K. (Kandang Kerbau) Market**, located in the Zhu Jiao Centre, Serangoon Rd at Buffalo Rd. **Lau Pa Sat Festival Center**, 18 Raffles Quay, Chinatown Center, Trengganu St at Smith St; phone 65-226-2408. **Newton Circus**, at the foot of Scotts Rd. This is the largest hawker center, known for overcharging tourists, but worth seeing. And before you leave home, try Singaporean cuisine at the **Straits Café**, 3300 Geary Blvd, SF (415) 668-1783.



## malaysian getaway

**B**een there, done that" is probably not what you'll hear when you tell friends you've booked a few days at Pangkor Laut resort. The remote complex is on a private island off the west coast of Malaysia, facing the Strait of Malacca. With a population limited to resort staff and guests and numerous crab-eating macaque monkeys, the island is a superb place to recover from the urban pace of Singapore or Bangkok.

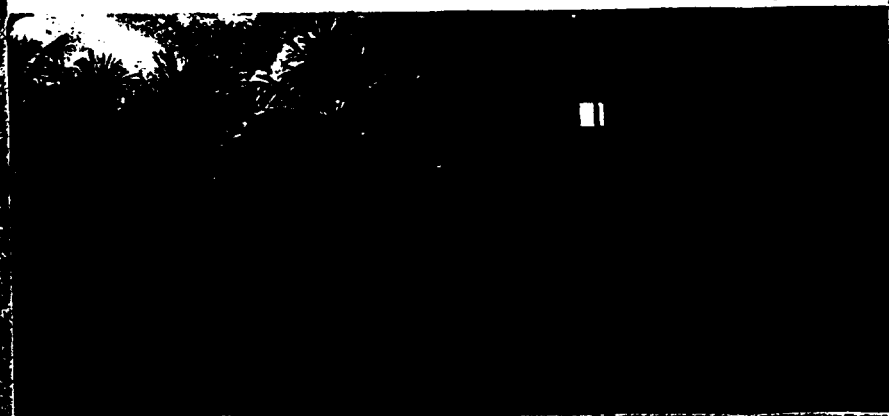
The Sultan of the Malaysian state of Perak owned the island until the early 1980s, when he sold it to the Yeoh family, owners of Malaysia's largest construction company. The Yeohs demolished the existing resort and built a new complex of beach, hillside, and sea villas. In the spring of 1994, they completed an ambitious upgrading. Friend Luciano Pavarotti launched the reopening with a private concert.

To rebuild Pangkor Laut, the Harvard-trained architects took their inspiration from Malay fishing villages, designing spacious villas with lofty ceilings, bamboo panels, and gleaming Malaysian hardwood floors. The best place to be at sunset is in the continuous-edge pool (below, left), which looks like it runs right into Royal Bay. The best place to swim is in the aptly named Emerald Bay, a pristine and secluded beach a short jungle-walk away.

The resort offers 125 guest villas. Of those, the twenty-one Sea Villas (above), built on stilts over the water, are the most romantic. All Sea Villas have private decks with striking vistas and large terrazzo baths with windows that open on three sides to provide sea views (below, right). Villas at Coral Bay are a step down in price and amenities. Facilities include a modest fitness center and sauna; tennis and squash courts; and equipment for snorkeling, scuba diving, boating, kayaking, and windsurfing.

The resort operates a fleet of Mercedes and deluxe vans that pick up guests at the Kuala Lumpur airport or a KL hotel for the three-hour ride to Lumut. From Lumut, it is a twenty-minute speedboat ride to Pangkor Laut.

The following rates, in Malaysian Ringgit, are good through 1995. Royal Hill Villas are RM 500 (about \$225); Royal Beach Villas are RM 600 (about \$270); Sea Villas are RM 650 (about \$290). At Coral Bay, Hill Villas are RM 400 (about \$180); Water Villas are RM 550 (about \$245); and two-bedroom Family Villas are RM 600 (about \$270). Rates are subject to a 10 percent service charge and a 5 percent government tax. Call (800) 525-4800. —Janet Fleischer



A Singaporean will cross town to buy noodles from a favorite street-hawker stall, and enterprising hawkers have amassed fortunes on the strength of their *char kway teow* (fried rice noodles) or crab fried rice. At the modest Muthu's in Little India, according to David, the proprietor's millions were made on fish-head curry.

The nearby K. K. Market, located in the *Zhu Jiao*, is where serious Singaporean cooks buy the freshly mixed curry pastes that flavor so many dishes. At the stall of K. S. Mohd Yusof (number 01-166), a clerk deftly scoops from multicolored mountains of chili powder, cumin, turmeric, and cinnamon to make pastes to each customer's specifications.

On Sunday mornings, this enormous covered bazaar swarms with shoppers stocking up on shrimp paste and dried shrimp, mangosteens and longans, live crabs and cockles. For the sickly, there are black-skinned chickens to boil for a therapeutic soup. And for the hungry, there are dozens of food stalls offering prawn noodles, mutton soup, and other shopper pick-me-ups.

In general, Singapore operates under the principle that hunger may strike at any time. Sidewalk vendors minister to those wilting in the heat with fresh-pressed sugarcane juice or peeled jackfruit on a stick. Around town, hawker centers (collections of independent food vendors) lure diners who crave a quick and inexpensive bowl of *bak kut teh* (pork rib tea soup) or *murtabak* (stuffed and fried Indian bread).

The Lau Pa Sat hawker center recreates itself every evening. At 7 pm sharp, the street closes to auto traffic, tables are set up in the street, and vendors fire up their grills. This festive open-air dining room is a great place to try grilled stingray wrapped in a banana leaf or Singapore's famous chili crab.

It's hardly surprising, given the city's unrelenting heat, that eating outdoors in the cooler evening hours is a popular pastime. Only eighty miles from the equator, Singapore's temperature hardly varies, ranging, as the *Fodor's* guide says, from hot to very hot.

November, December, and January are the wettest months in this perennially humid country, but they're not appreciably cooler. Expect the thermometer to climb to about 80 degrees day in and day out.

Tourists and natives alike beat the heat in the air-conditioned comfort of the luxury shops on Orchard Road. The Gucci, Chanel, and Ralph Lauren boutiques may hold few bargains, but strolling the street alongside fashionably dressed Singaporeans provides another view of this city's cosmopolitan side.

Off Orchard Road, on Emerald Hill Road, is the Emerald Hill preservation

district, with its cluster of charming, gaily painted Peranakan homes. Here, the elegant Palladian windows and Chinese motifs bear witness to a unique architectural tradition, a giddy nineteenth-century blend of European and Chinese styles.

Leaving Orchard Road behind, the more adventurous visitor will find good prices on regional products on dusty Arab Street (for baskets, leather goods, and Indonesian batiks) and Little India's Serangoon Road (for saris, Indian textiles, and spices—saffron is a great buy here).

Inevitably, a food-loving visitor leaves the island regretting the dishes left unsampled, the mysterious tropical fruits left untasted. To soften the blow, it helps to depart Singapore in the most self-indulgent manner: aboard the Eastern and Oriental Express, bound for Bangkok, Thailand.

This two-year-old luxury train—a cousin of the Venice Simplon—Orient—Express—makes the weekly twelve-hundred-mile trip in forty-one hours, leisurely meandering north across the short causeway that connects Singapore to Malaysia, then weaving through Malaysia and into southern Thailand.

From the open observation car, the countryside drifts by in a dreamlike stream, like a film one can never rewind. Past rubber trees, their trunks slashed and ringed with pails to catch the oozing latex; past vast plantations of oil and coconut palms; past the endless rice paddies of southern Thailand, dotted with water buffalo; past miserable shacks where children stop their play and wave at the passing luxury train; past a sleepy station where a waiting monk gropes for a cigarette in the folds of his saffron robes. The riveting scenery makes reading difficult until night falls.

In the evening, passengers dress up for dinner in the two elegant restaurant cars. The tables match the diners for style, with fresh orchids, thick-cut crystal, and custom-designed Italian plates. Chef Kevin Cape's Eurasian cuisine is more European than Asian—imaginative and well prepared, certainly, yet mildly disappointing to anyone expecting more Southeast Asian flavors. Nevertheless, there can't be many restaurant settings as romantic as this one, nor many as good at fueling the imagination.

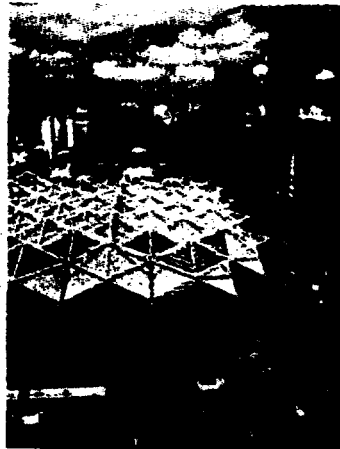
During dinner, the stewards turn each compartment into a warm cocoon, with couches made into cozy beds and lamps aglow. Tucked in and reading to the soothing sway of the train, one wishes that Bangkok was farther away. But on Tuesday morning, the train pulls into busy Hualamphong Station and discharges its pampered passengers into the noisy and dismayingly dirty air, rested and ready for the challenge of maneuvering in Thailand's main city. 599

## **Singapore Moves Up Another Notch In World Convention Ranking to Sixth Place**

Singapore, Asia's top convention city, is maintaining its steady climb up the meeting and conventions world ranking ladder — the republic is now the sixth most popular place in the world to hold a meeting.

The latest annual survey for 1994, conducted by the Union des Association Internationales (UAI), ranks Singapore a notch above its 1993 seventh place standing. At the same time, Singapore has also maintained its position as Asia's top convention city for the 12th consecutive year.

Learn more about Singapore by visiting the Singapore Convention Bureau at booth #2175.



*Singapore's new convention center.*

## Give My Regards To Old Broadway

For more than ten years, Broadway Theatre Service has serviced the needs of tour operators, travel agents, and leading corporations purchasing tickets and tours for groups and individuals to worldwide sporting and entertainment events. Licensed, bonded, and affiliated with ASTA, NTA, the Chamber of Commerce, and the Better Business Bureau, Broadway Theatre Service specializes in premium seating for New York theatre and top international sporting events such as the U.S. Open and the Super Bowl.

Since the conclusion of the 1994 World Cup, Broadway Theatre Service has been concentrating their efforts on the 1996 Olympics in Atlanta, and has already contracted for a vast number of tickets and hotel rooms. They are now offering tickets to all 1996 Summer Games events along with hotel packages that will fit the needs of even the most discriminating groups and individuals.

For more information, visit booth #3586, or give Broadway Theatre Service a call at 610-668-2100.

of colonial Singapore. Located in the heart of the district frequented by traditional Singaporean tradespeople including clogmakers, potters, lacquerware, and antique vendors, as well as Chinese herbalists and foot reflexologists, stands the Duxton Hotel. Converted and restored from original homes of merchants, the Duxton Hotel allows its guests to enjoy charming intimacy and personalized service.

Joining the STPB in the booth are: Eastern & Oriental Express; Hilton International Singapore; Hyatt Regency Singapore; Omni

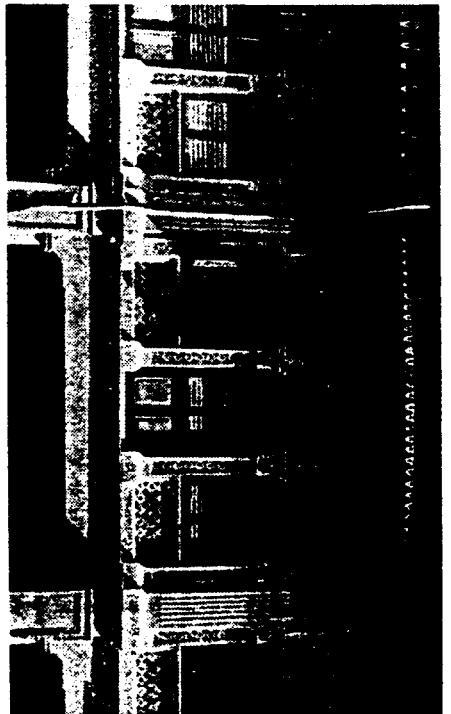
Marco Polo Hotel Singapore; Pacific World; Peninsular Line Services; Raffles Hotel; The Regent Singapore; Ritz-Carlton Millennia Singapore; SMI Resorts and Hotels; Shangri-La Singapore; Singapore Airlines; Singapore International Convention & Exhibition Centre; and the Singapore Marriott Hotel.

For more information, visit the Singapore Tourist Promotions Board at booth #2175, or contact the STPB office nearest you — New York, 212-302-4861; Chicago, 312-938-1888; Los Angeles, 213-852-1901; or Toronto 416-363-8898.

## See What Singapore Has To Offer You

Singapore's eclectic and colorful Tanjong Pagar district will be the theme of the Singapore Tourist Promotion Board's (STPB) booth at the Show. Visitors to the booth will be able to experience one of Singapore's most popular, newly restored heritage areas.

Located adjacent to Chinatown, Tanjong Pagar is a blend of past and present, offering the incentive and meetings traveler, a look into the soul



See the sights of Singapore at booth #2175.



The Singapore International Convention & Exhibition Centre (SICEC) is one of a handful of facilities in the world which can seat 12,000 delegates in its 130,000 square-foot, column-free Convention Hall.

## Singapore Building On Success Of Global Marketing To Attract Planners

Singapore continues to maintain its position as the number one convention city in Southeast Asia. This year alone, Singapore will host an estimated 85,110 meeting and convention attendees, with projected numbers as high as 30,150 for the year 1999.

As the "Meet in Singapore" campaign, launched in August 1992, culminates this year, Singapore continues to build on the success of this key global marketing effort, which was designed to showcase Singapore's advantages as an international meeting and incentive destination. In fact, the SCB is offering meeting organizers, who confirm events in Singapore for 1995, special "birthday gift" packages to help us celebrate Singapore's coming of age.

Thanks to the Singapore International Convention & Exhibition Centre (SICEC) — currently Southeast Asia's largest meet-

ings facility — and the World Trade Centre, the range of meetings and conventions coming to the Lion City is limitless. To date, STCFC has accepted nearly 300 advance bookings through 1996.

Many international organizations have chosen Singapore as an upcoming host city, including PATA Travel Mart, the premier travel exhibition for the Pacific Asia travel industry which has declared Singapore its permanent home, and the Rotary International Meet in 1999, one of the world's largest conferences which selected Singapore over several other top international contenders.

The SICEC Grand Opening in August introduced more than one million square-foot of meeting space. The \$467 million facility was officially unveiled at Marina Centre in the heart of Singapore. SICEC is one of a handful of facilities in the world which can seat 12,000 delegates in its 130,000 square-foot, column-free Convention Hall — almost the size of two football fields.

The Hall is equipped with cutting-edge, state-of-the-art technology, including a satellite relay. In addition, SICEC has 26 meeting rooms, a 600-seat auditorium and a multi-purpose, 22,500 square-foot ballroom.

Conveniently located near the Singapore Cruise Centre is the World Trade Center (WTC). The WTC houses one of Asia's largest exhibition centers, a convention center — including a multi-purpose hall designed for international congresses, an auditorium for medium-sized conferences, and conference halls and seminar rooms for workshop sessions ideal for large-scale events such as concerts or sporting events.

This magnificent facility recently added three Coastal Suites — the Bay Suite and the Delta Suite — symbolically named to represent the unique maritime location of

the WTC. The \$1.38 million Coastal Suites were designed to cater to the increasing number of conferences held as parallel events to exhibitions, and connect to the various halls of the World Trade Centre.

The influx of meetings, conventions and incentive business in Singapore has impact upon our tourism suppliers — so much so, that hotels and attractions are continually opening and expanding.

Helping to meet the increased demand for rooms are the newly-opened Four Seasons Hotel Singapore, the Singapore Marriott and the Traders Hotel; opening later this year are the Inter-Continental Hotel, the Ritz-Carlton and the Hotel Negara.

Entertaining convention-goers and their traveling companions are such unique attractions as the world's only Night Safari, the restored areas of Boat Quay and Clarke Quay, and exciting year-round festivals.

# Singapore

**S**ingapore offers a unique experience for all types of travelers, according to Charles Leong, the Singapore Tourist Promotion Board's senior vice president for the Americas. "A business traveler can enjoy world-class hotels, technology, and a superb mixture of cuisine from the four cultures of Singapore."

"As the cruise capital of the Asia-Pacific," he says, "Singapore has one of the best cruise centers in the region and is an ideal destination for passengers before or after a cruise of Southeast Asia."

With the world's only night safari park, Singapore offers [a chance] for travelers to see endangered nocturnal animals from different parts of the world in their natural habitat. Leong says, Singapore offers a vast selection of cuisine from many different cultures, including Malay, Indian and many types of Chinese. The third annual Singapore Food Festival, planned for July 1996, is "a perfect time to enjoy the taste sensations of our island," he notes. Special hotel offers, cel-

ebrations and activities are planned.

"Singapore is the ideal place for travelers who enjoy the romance of rail," Leong adds. "Passengers of the elegant Eastern & Orient Express can enjoy a relaxing break in Singapore and indulge in a multicultural experience. The Peninsula Line offers the delights of Singapore's cuisine, diverse culture and landscape."



- **Most Popular Packages:** As the gateway to Southeast Asia, Singapore often hosts travelers for four days as part of a complete tour of the region, according to Leong. Included in most of these tours are Hong Kong, Bangkok and the increasingly popular destinations of China, Malaysia, Indonesia, Myanmar and Vietnam.

- **Hotels:** Singapore has more than 50 hotels at the four- and five-star level and currently lists 27,100 rooms in its inventory. Another 7,000 will be added by the end of 1996.

- **Arrivals:** In the first seven months of 1995, more than 4 million visitors came to Singapore. Authorities believe final totals will

easily surpass 1994's 6.9 million. Last year, U.S. arrivals grew by 12 percent, to 345,000. The top five overseas markets are Southeast Asia, Japan, Taiwan, Korea and the U.S.

- **Getting In & Around:** Changi Airport is among the best in the world. The terminals have the feel of shopping malls, with day-care and business centers, and numerous shops. Singapore's Metropolitan Rapid Transit subway system is clean and comfortable. Taxis are easy to come by and fast: \$3 to \$4 will pay for most trips. Singapore has also become an easy destination to reach from Kuala Lumpur. Thanks to a new six-lane highway, the two cities are just a few hours apart.

- **Entry Requirements:** A passport is all that's necessary.

- **Currency:** One Singapore dollar equals roughly 69 cents.

- **Big Issues:** "The challenges facing us," says Leong, "are cost control, protection of the environment, including preservation, and keeping the destination fresh so that the Singapore experience remains a memorable one for our visitors."

- **Contact:** Singapore Tourist Information Offices: 312-220-0099 (Chicago), 212-302-4861 (New York) and 213-852-1901 (Beverly Hills, Calif.).

# Lion City Meets Demand For New Rooms

**B**USINESS, ALREADY BRISK IN SINGAPORE, IS ABOUT TO ACCELERATE. WITH OFFICE SPACE BEING ADDED AT Suntec City and the opening of the Singapore International Convention and Exhibition Center, hoteliers are rushing to meet the need for more rooms. Visitor statistics from 1994 show how busy the city has

become. Hotel occupancy checked in at 86.6 percent (room rates averaged \$103 per night), and a record 6.9 million tourists, 343,727 of whom were American, visited the Lion City last year. The increase represents a 7.4 percent growth over the previous year.

The first of five of Suntec City's towers is already 90 percent rented, mostly to large corporations. Two more 45-story office towers will open soon with tenants such as Phillips 66, Bally and the Swiss Bank Corporation. When the complex is completely open, it will house some 2.3 million square

feet of office space. Located at Suntec City, the 300,000-square-foot convention center opened in March.

Besides the business that Suntec's corporate tenants' will generate for the Lion City's hotels, the convention center will provide the occasional flood of guests. In June 1999, for instance, the Rotary International Convention will bring 25,000 delegates to town.

Here's how the city's hotels have been keeping pace:

- Last October, the 136-room **Albert Court Hotel** (800-44-UTELL) opened on Albert

Street. Within walking distance of Little India, this eight-story boutique property sits within a complex of renovated shop-houses, which have been turned into restaurants and an amusement center.

- In February, the landmark **Dynasty Hotel** (800-44-UTELL) re-opened as the Marriott at the junction of Singapore's two busiest shopping streets, Orchard and Scotts roads. The 373-room property features four levels of executive accommodations as well as nine meeting and function rooms.

- July marked the first anniversary of the

*Continued on page 10*

## LION CITY

*Continued from page 5*

257-room **Four Seasons** (800-332-3442), which is linked by an air-conditioned skywalk to Orchard Road. As one expects from Four Seasons, there are touches that set it apart from other hotels, such as the in-room CD players for both audio and laser discs. The hotel brings its own meeting space to the market with more than 13,000 square feet and two executive boardroom suites.

- Opening in late 1995 will be the 220-room **Hotel Nagara** on Claymore Road. Redeveloped at a cost of about \$67 million, the 21-story hotel is located a short walk from the Orchard MRT subway station.

- In August, the brand-new 406-room **Inter-Continental** (800-327-0200) opened in the former red-light district of Bugis Junction. The hotel's neighbors on Bugis Street include two major department stores, an office tower and an MRT station. Eighteen historic shop houses will form the four-sided facade of the property. The

shops have been restored into 72 luxury suites and guest rooms. A 15-story tower houses guest rooms, suites, junior suites, business suites and three Club Inter-Continental floors with private lounges.

- The 612-room **Ritz-Carlton** (800-241-3333) will open at year's end at the new Millennia complex in the heart of Marina Center. It will be located alongside a 41-story office tower and a 525-room deluxe hotel to open in 1996. Guests staying at the new Ritz-Carlton will enjoy the largest standard rooms in the Lion City, with space approximately 25 percent larger than most other hotels, according to Ritz-Carlton. The hotel will also feature Club Floors, meeting rooms and a ballroom for up to 1,200 people.

- The 547-room **Shangri-La Traders Hotel** (800-942-5050) held its grand opening on June 1. The third of Shangri-La's Trader hotels (joining Manila and Beijing), it is located on Tanglin Road in the Embassy district not far from Orchard Road. The hotel is connected by a walkway to a 214,000-square-foot retail mall. —James Ruggia

## BRIEFS

**Singapore Airlines** is offering **American Airlines'** AAdvantage members and **Delta Air Lines SkyMiles** members double mileage points when they fly its new San Francisco-Seoul-Singapore route in first or business class. The promotion runs through Dec. 31...**Radisson Hospitality Worldwide** has opened its first Malaysia Resort: the 138-room Radisson Resort Tanjung Rhu. The property, set in a 1,000-acre tropical rain forest, is on the northeastern coast of Langkawi...**EVA Air** will debut a Taipei-Brisbane-Auckland route Sept. 27. The airline is the first private international airline in Taiwan...**SilkAir** and **Bouraq Airlines** will be jointly launching nonstop service between Singapore and Ujung Pandang in Sulawesi, Indonesia on Oct. 29. The thrice-weekly service will be marketed in the United States by parent company of SilkAir, **Singapore Airlines**.



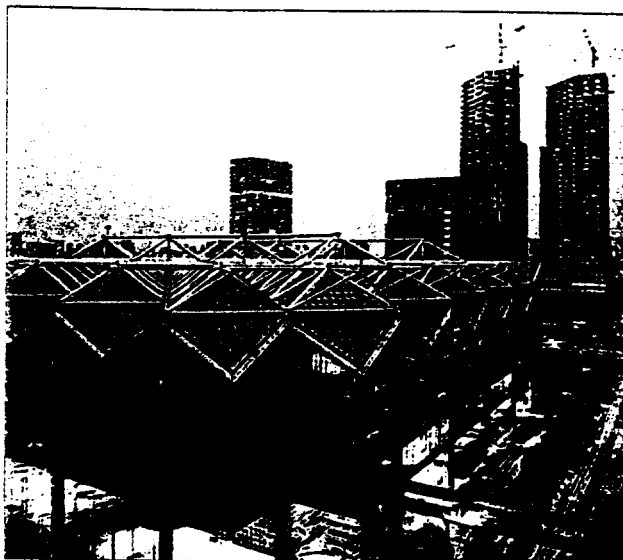
PAN PACIFIC *Hotels and Resorts*

GDS Access Code: PF

Travel Agent  
September 25, 1995  
Circ: 59,018

## NEW SINGAPORE EXHIBITION CENTER MAKING HIGH-TECH HISTORY

*Location, location, location: The Pan Pacific Hotel Singapore has got it, connected to the landmark Singapore International Convention & Exhibition Centre (SICEC). A sky bridge (photo below) links the hotel to the convention center.*



But it is the multimillion dollar theater, with its custom designed "telescopic" seating, that is the buzz of the SICEC as its official premiere approaches. A Singapore and German consortium supplied 7,560 automatic chairs for the main convention hall. These seats offer flexibility and versatility as different seating configurations can be customized to meet the various creative needs of almost any event planner. The audience will have optimum viewing capability at all events as different riser heights can be adjusted, and the elevation of rows can move according to the requirements at hand.

The 98,582-square-meter (nearly one million square feet) SICEC convention facility, with its distinctive multi-pyramid roof, will feature a column-free convention hall, an exhibition hall, a ballroom, a permanent exhibition area, 26 meeting rooms and a large auditorium (with 600 seats), plus business and press centers. When fully completed, it will be part of Suntec City, comprising four 45-story office towers, an 18-story office building, a three-story retail and entertainment mall, and an open-air sunken plaza featuring Asia's first virtual reality theme park.

The Pan Pacific Hotel Singapore is right in the center of Suntec City complex with a convenient sky bridge that connects directly to the SICEC facility. The property has 800 rooms and suites that offer the best advantages in location and services to the busy corporate traveler.

A major renovation, meanwhile, is taking place at the Pan Pacific to create more efficient guest room work spaces with larger desks, movielink television services such as video messaging and convenient check-out options, in-room movies, remote control room management (including lights and television), plus personal safes and coffee and tea making facilities.

"We're reconfiguring guest rooms throughout our portfolio of luxury properties in the major Pacific Rim commercial centers to help our corporate travel guests be more successful and productive in their own businesses," says Steve Halliday, the property's general manager. "This not only includes new business tools, but increased personal service and enhanced guest amenities and comforts."

Meetings have new meaning and purpose in Singapore, especially now with the Lion City completing work on the Singapore International Convention & Exhibition Centre (SICEC), Suntec City Towers and the initial phases of the Suntec City Mall. All are intricate pieces in a push to make Singapore the Business Capital of Asia.

SICEC is considered to be one of the architectural marvels of the modern world: Its high-tech engineering and post-modernist design cost more than S\$ 1 billion. The facility can accommodate some 13,000 delegates within its aluminum and glass facades.

A mosaic world map set in the Temasek Boulevard entrance hall floor emphasizes the international purpose of SICEC. The ballroom, auditorium, pre-function areas and meeting rooms, restaurant and cafe—together with the retail Galleria—are a new focal point for businesses gathering in the Pacific Rim. Works by 150 artists from 30 countries will eventually grace the cool granite, stone and stainless steel interiors. Special audio, lighting, video projecting, satellite transmitting and moveable seating equipment make meetings a one-touch performance.



“We’re reconfiguring guest rooms to help our corporate guests be more productive”

NORTH AMERICA: VANCOUVER • SAN FRANCISCO • ANAHEIM • MAUNA LANI BAY



## MARINA SQUARE IS SINGAPORE'S 21ST CENTURY HUB

Singapore may be the world's next fantasy shopping destination when the new Suntec City Mall is completed next year. The 80,000-square-meter (some 96,000-square-feet) Galleria of 21st century shopping and entertainment will be set on three floors of the Suntec City development in the Marina Square area.

Plans call for it to become the hub of the best the Lion City has to offer and to be a major "shopping, dining and entertainment destination in Singapore," according to Ngeow Voon Yean, general manager of business development for the project.

The Mall, which is within walking distance of the Singapore International Convention & Exhibition Centre (SICEC), will feature four distinct thematic zones to appeal to the ever changing tastes of its international customers. The Galleria will showcase upmarket boutiques selling international brands of merchandise. At the Tropics wing, consumers will enjoy a variety of specialty shops centering on lifestyle products, home furnishings and leisure items.

There's also a Fountain Terrace, which will surround a majestic fountain that is the object of artistic focus for Suntec City Mall. It will feature a lively food court, pubs and themed restaurants.

Other features include the Entertainment Center, which will house the latest in family entertainment, such as a disco, cineplex, executive club and a luxury department store. But the highlight of this section will be the Virtual

Reality Theme Park. The theme park will offer the latest in interactive equipment designed to appeal to young and old alike. Eight large-scale attractions will be complemented by personal virtual reality machines. Players, wearing "head mounts" will feel like they are part of the landscape and will be challenged by the obstacles the computer throws their way. Players will dodger giant birds and duck space ships in a variety of computer generated games.

Once completed, the futuristic Suntec City development will be steps away from **The Pan Pacific Hotel Singapore**, which is also conveniently connected to the Marina Square shopping complex and its 250 shops and restaurants. Among the Pan Pacific's excellent business and entertainment facilities are a signature swimming pool and underwater sound system, a health spa, Jacuzzi, mini putting greens, two tennis courts and a state-of-the-art fitness center. When not shopping or exploring the surrounding Marina Square area, guests can enjoy the favorite activity of most Singaporeans—dining out.

Visitors and local residents alike can delight in the 360-degree views of Singapore—and exquisite Cantonese cuisine—at Hai Tien Lo restaurant from its 35th floor perch on top of the hotel. Other fine choices include authentic Japanese fare at Keyaki restaurant, seafood specialties at the Seafood Place, the popular "steamboat table" at the Summer House restaurant and a selection of Asian and Western favorites at Cafe Five Domes.



## HOT OFFERS

### Pan Pacific Anaheim Delivers Disney Packages

*It's always a good time to plan a Disneyland vacation at The Pan Pacific Hotel Anaheim. Located a stone's throw from the world's favorite fantasy theme park, The Pan Pacific Hotel Anaheim invites guests to enjoy value-packed packages at holiday time and throughout the year.*

- The "Bed & Breakfast Package" includes accommodations, an all-American breakfast for two and gratuities for \$125 per night. The "Homemaking Package" gives guests oversized deluxe or deluxe accommodations and champagne for \$185 per night, including gratuities.
- The hotel also has a "Panda Panda Program" for children that features supervised fun plus breakfast with "Panda," the hotel's lovable mascot who delivers milk and a sweet roll with a wake-up call. Panda gives bedtime tuck-ins as well with milk and cookies. Packages are available through Dec. 30. Call Pan Pacific's toll-free reservations line at 800-327-8585.

### A Best Bet for Bangkok's Busy Travelers

- Business travelers whose itineraries include a stop in Bangkok can benefit from one of Bangkok's best in property and price. **The Pan Pacific Hotel Bangkok** offers a superior room, plus a meal voucher worth \$40 to enjoy the hotel's many fine dining options, for \$118 (2,940 Baht) per room per night single or double. The package is available through the end of the year.

### Suite Success

- After a strong opening period that has brought the hotel to 90 percent occupancy, **The Pan Pacific Hotel Bangkok** is giving something back to thank those who helped it to become "Bangkok's preferred hotel." The "Suite Package" offers a Junior Suite on a regular floor with a welcome drink, fruit basket, complimentary breakfast, complimentary laundry, newspaper and late check-out for \$140 (3,500 Baht) per night. A Lanna Suite on the Pacific Floor goes for \$300 (7,500 Baht), while the Ayudhaya or Sukkhorai Suite are each \$500 (12,500 Baht) and the Presidential Suite is \$1,000 (25,000 Baht). Pacific Floor suites come with VIP privileges such as complimentary breakfast, afternoon tea and pre-dinner cocktails all in the exclusive Pacific Lounge. In addition, a late check-out, complimentary laundry service, complimentary newspaper and professional butler service are provided. Suite packages run through 1995. Call Pan Pacific's toll-free reservations line at 800-327-8585.



**Royal Treatment** *continued from page 1*

garden-filled atrium and an exclusive rooftop Pacific Floor. The private floor features personalized services, selection of deluxe rooms and suites, and a spectacular glass-domed lounge."

The property also has fine dining facili-

ties: Keyaki, for example, offers exquisitely prepared Japanese cuisine while Hai Tien Lo brings Cantonese fare that's prepared by master Hong Kong chefs. Another hotel establishment, the Heights Cafe, serves local and international dishes.

**PAN PACIFIC PEOPLE**



Maria Dempsey



Won Soh



Peter Gamez

Maria Dempsey has been promoted to director of sales and marketing, North America. She was formerly in charge of the West Coast for Pan Pacific and will now oversee sales efforts in the U.S. and Canada as well as coordinate regional sales programs for the company's four North American properties. She has been with Pan Pacific since 1993 and will be based at the company's new regional office in San Francisco, 177 Post Street, Suite 800, San Francisco, Calif. 94108. Telephone (415) 732-7747, facsimile (415) 732-5800

Assisting Dempsey will be Won Soh, a regional sales manager based in Long Beach, Calif. and Pete Gamez, Director of Sales, Northeast, who is located in New York. Won Soh can be reached at Pan Pacific Hotels and Resorts, 4401 Atlantic Ave. Long Beach, Calif. 90807. Telephone (310) 984-2005, facsimile (310) 984-2006. Contact Pete Gamez at Pan Pacific Hotels and Resorts, 1790 Broadway, Suite 710, New York, N.Y. 10019-1412. Telephone (212) 757-4938, facsimile (212) 757-4673.



PAN PACIFIC *Hotels and Resorts*

**INFORMATION, PLEASE**

Please send material on Pacific Hotels and Resorts:

- ☐ Hotel Directory—contains information on our 17 hotels and resorts
- ☐ Pan Pacific Hotel Singapore—brochure and fact sheet
- ☐ Pan Pacific Hotel Bangkok—brochure and fact sheet
- ☐ 1995/1996 computer keyboard calendar

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 Title \_\_\_\_\_  
 Agency \_\_\_\_\_  
 ARC/IATAN # \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please mail or fax to:

Maria Dempsey  
 Pan Pacific Hotels and Resorts  
 177 Post Street, Suite 800  
 San Francisco, Calif. 94108  
 FAX 415-732-5800

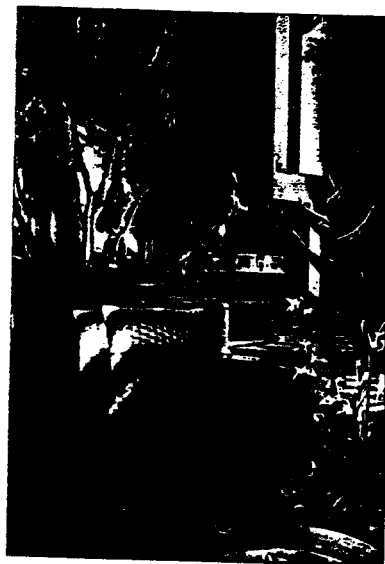
**PAN PACIFIC PFACTS**

**• PAN PACIFIC PFINDS NEW HOME IN SINGAPORE**

Pan Pacific Hotels and Resorts, with 17 properties in Asia, the Pacific and North America, has relocated its corporate headquarters from Costa Mesa, Calif., to Singapore.

According to President Ichigo Umehara, the relocation is part of Pan Pacific's goals for expansion. "We realize that the future growth for business in the Pacific Rim comes from within Asia, where the majority of our hotels and customers are located.

"We felt it was important for the company to have a strong presence here, particularly in Southeast Asia, where Singapore is the major gateway and key financial center," Umehara says. "With its excellent communications system and airline connections to the rest of the world, Singapore is an ideal location for Pan Pacific's headquarters."



*The Pan Pacific Hotel San Francisco*

**• PFORTIFYING NORTH AMERICA WITH A SAN FRANCISCO OFFICE**

Meanwhile, Pan Pacific Hotels and Resorts is strengthening its North American presence with a new office in San Francisco that will oversee North American operations. The company's North American properties include The Pan Pacific Hotel San Francisco, The Pan Pacific Hotel Anaheim, The Pan Pacific Hotel Vancouver and The Mauna Lani Bay Hotel and Bungalows.

The new office is located at 177 Post Street, Suite 800, San Francisco, Calif. 94108. Telephone: (415) 732-7747, facsimile (415) 732-5800.

PF-GDS CHAIN CODE



# Asia Pacific

## AIR AND TOUR OPTIONS

NATALIE J. DIAZ



Patrice Lodge



Betty Green



Patrice Lodge

*A quick glance at some  
of Asia Pacific's cultural treasures:  
(left to right)  
imposing Chinese statuary,  
curious Korean children  
and the glittering nightlife  
of Hong Kong.*

**T**here's an understated excitement in the Asia/Pacific travel segment these days. Because more Westerners want to "rediscover" new Asian destinations, adventure packages, air tours and railway journeys are being developed, giving this exotic region a cornucopia of affordable vacation options.

### VALUE PRICING

According to Heinz Niederhoff, president of **DER Travel Services**, Asia has become one of the best vacation values in the world. Niederhoff says DER TOUR, a division of DER Travel Services, has cut prices on many packages—as much as \$450-\$550 on tours of Hong Kong and Bangkok—allowing clients to visit Asia/Pacific for as little as a \$1,000. A 5-night package to Bangkok, for instance, starts at \$998; to Hong Kong, \$1,048. A 10-night program to Hong Kong, Singapore and Bangkok is available at \$1,457 through Dec. 31. Prices include roundtrip air from the West Coast on **Cathay Pacific Airlines**, transfers, sightsee-

ing, hotel taxes and service charges. (800) 937-1235.

**Globus** is offering a 22-day, five-country *Far East Spectacular* program. Highlights include the Great Wall and a cruise on the Li Jiang River in China, a visit to Victoria Peak and Stanley Market in Hong Kong, the Grand Palace and other ancient royal temples in Bangkok, and a city tour through the Queen Elizabeth Walk in Singapore. Prices range from \$5,063 to \$5,391, including air, first-class hotels, American breakfast, 11 lunches and five dinners, guided sightseeing, transfers, tips and service charges. Departures run through December. (800) 221-0090.

Clients can visit the Grand Palace and Temple of the Emerald Buddha in Bangkok, Hindu temples and the Botanic Gardens in Singapore, and bargain hunt at Stanley Market on Hong Kong Island while enjoying **Pacific Delight Tours'** 12-day *Orient Value Vacation* package. Price ranges from \$1,920-\$2,400 pp dbl from Sept. 1-Dec. 31.

### SINGAPORE

"Singapore is a multifaceted, must-see Asian destination with a unique blend of the best of the East and West," explains Tony Soh, vice president of the **Singapore Tourist Promotion Board**, Eastern USA. "It is a place where visitors can enjoy our multicultural Asian heritage, as well as visit some of the finest attractions in the world, such as the Raffles Hotel, Singapore Zoo and Night Safari. It also combines well with other top Asian destinations, such as Hong Kong, Indonesia, Malaysia and Thailand."

Soh says he regards travel agents as a key to marketing Asia/Pacific. "A significant proportion of U.S. travelers, particularly those going to long-haul destinations, seek advice and assistance from their travel agents."

With construction of a new convention center and burgeoning nightlife opportunities, Singapore is fast becoming a sought-after destination for leisure and business travelers. To capitalize on this new market, the **Oriental**

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- Tsu—Tsu Miyako Hotel
- Kashikojima—Shima Kanko Hotel
- Shima—Hotel Shima Spain Mura
- Kyoto—The Miyako
- Kyoto—New Miyako Hotel
- Nara—Nara Hotel
- Osaka—Miyako Hotel Osaka
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中國旅行社有限公司

575 Sutter Street, Lower/FL, San Francisco, CA 94102

Singapore offers *The Suite Sensation of Leisure Travel* and the *New Business Accommodation* packages. Suite Sensation includes private registration while enjoying a soothing cup of Chinese tea, complimentary breakfast, evening cocktails and hors d'oeuvres, and clothes pressing. Rates begin at \$257 per night, with a minimum 2-night stay. The Business Accommodation package, valid through Dec. 31., features 30 percent off rack rates, beginning at \$187 per night, welcome tea, daily breakfast, late check-out, a 20 percent discount on business center and secretarial services and 15 percent discount on laundry and dry cleaning. (800) 526-6566.

Less than an hour's ferry ride from Singapore, clients discover one of Southeast Asia's best-kept secrets: the tiny island of Bintan. With breathtaking sunsets and beautiful beaches, Bintan is a secluded, romantic retreat of hidden nature trails, beach clubs constructed of natural timbers and thatched roofs, and *kelongs*—restaurants built on stilts over the water, offering a sublime view of the coastline. Numerous luxury hotels are under construction along the beaches. In the meantime, clients can enjoy **The Mana Mana Beach Club and Bintan Resort**, offering windsurfing, sailing, water skiing, jet skiing, scuba diving and snorkeling. A day-trip package to the Mana Mana Beach Club is available through **Singapore Sightseeing Tour East** for about \$85 pp, including roundtrip ferry ride, land transfer to Mana Mana, a welcome drink, lunch and free use of selected water sports activities. (714) 840-5232. For information on Bintan resorts, contact **Bintan Resort Management** (65) 221-2328. For more information on Singapore, contact the **Singapore Tourist Promotion Board**, (212) 302-4861 New York.

**THAILAND**

Next year, agents will travel from a city of "Brotherly Love" to a land of magic and mystery when their annual convention—the ASTA World Congress—comes to Thailand for 1996. And despite the fact that the Philadelphia conference has yet to start, officials at the **Tourism Authority of Thailand** are wasting no time promoting next year's convention, launching a major advertising promotion in various trade magazines and organizing a host committee that is already making plans for next year's event in Bangkok. "We want to make travel agents feel right at home," says Manoon Wongkornolshet, regional director of the Americas, TAT office in Chicago.

Planned for delegates are pre- and post-tours in and outside of Bangkok, and entertainment including native dance and music.

Agents not familiar with Thailand can get a jump start on next year's ASTA by booking one of many tours to the country offered by various operators. **Absolute Asia's** 16-day *Thailand Explorer*, for example, features an in-depth look at the country's historic monuments, hill tribes and the beaches of the island of Phuket. The price starts at \$2,085. (800) 736-8187. Meanwhile, **IPI/Inter-Pacific Tours** has introduced a 16-day tour visiting Burma and Thailand, highlighted by a 5-day cruise aboard Eastern & Oriental's 137-passenger *The Road to Mandalay*. Total land and air prices, and departures from the West Coast are \$3,950 Dec. 17, \$3,695 Jan. 14, Feb. 18 and March 3. (800) 221-3594.

**Thai Airways International** flies out of Los Angeles to Bangkok via Seoul four times per week. Recently, Lufthansa and United became partners in the carrier's frequent flyer program, Royal Orchid Plus. (800) 262-1858.

**Best Western International** is strengthening its presence in Southeast Asia by developing three new hotels in Thailand. The four-star properties join two established Best Western hotels in Thailand, and offer more than 200 rooms to business and leisure travelers. (800) 528-1234.

**INDONESIA & MALAYSIA**

Point adventure travel clients to the islands of Indonesia and **Natrabu Indo-America Travel**, an adventure-tour company that takes clients on 6-day white-water rafting tours through Mount Leuseur National Park in Sumatra. Trip highlights include thunderous waterfalls, limestone cliffs, picturesque gorges and evening wine and hors d'oeuvres served by candlelight at camp site. Clients observe exotic birds and other wildlife on the \$1,081 program, which includes most meals, transfers and accommodations. River guides, tents and sleeping pads are provided. (800) 628-7228.

**Garuda Orient Holidays** offers several packages to the idyllic islands, including Bali for \$1,099 pp dbl, with West Coast air, transfers, a free day tour and five nights' accommodations from Sept. 1 to Dec. 13. Or, there's *Bali and Beyond*, which combines a stay at Bali's **Hotel Sanur Beach** and the **Senggigi Beach Hotel** in Lombok for \$1,145 pp dbl, land only, 5-night suite accommodations, two nights' luxury accommodations in a thatched-roof bungalow, all meals and transfers.

TRAVEL WEEKLY  
Secaucus, NJ

SEMI-WEEKLY

50.490

SEP 7, 1995

**EUCIE**

M17788

PRESS CLIPPINGS

SEPTEMBER 7, 1995

## Chicago Agents Can Win Prizes In Road Rally

CHICAGO — Agents here are invited to participate in a scavenger hunt on wheels Sept. 9.

It is sponsored by Northwest Airlines and Avis in conjunction with the Singapore Tourist Promotion Board and the Tourism Authority of Thailand.

Agents participating in the event, the Windy Indy Road Rally, will use their product knowledge of the four sponsors to move from landmark to landmark and try to reach the finish line first.

Prizes include business class tickets on Northwest to Bangkok or Singapore and hotel packages at the Singapore Marriott Hotel or Marriott Roy-

al Garden Riverside Resort in Bangkok.

The event begins at 2:30 p.m. at the Illinois Vehicle Emission Testing Station No. 7 at 1850 W. Webster and will last from two-and-a-half hours to four hours. Agents must bring their own cars.

A \$20 per person registration fee will be charged but will be refunded at check-in time.

For additional information, contact the Northwest regional sales office at (312) 540-4440.

TRAVEL WEEKLY

EVENT SCHEDULED FOR OCT. 19 TO 22 IN SINGAPORE

## 118 to Exhibit at Asia Travel Market

### *Reed Travel Features*

SINGAPORE — With about a month to go before show time, 118 exhibitors have booked space for the Asia Travel Market 1995, according to the show's organizer, Reed Exhibition Cos.

In addition, Reed regional vice president Jimmy Lau said

that about 220 companies have signed up and 193 Meridian Asia Members, who were nominated as VIP buyers by the exhibitors, have registered as delegates.

The event will be Oct. 19 to 22 at the Singapore Convention & Exhibition Centre.

In other ATM '95 news:

- Travel Consultants of Japan will host a Japan Travel Symposium to help buyers and suppliers penetrate the Japanese market.

The company also has organized a study tour to the show for members of its Travel Management Club.

- The Indian Ocean Tourism

Organization will feature representatives from member countries, including Mauritius, Madagascar, the Comoros and Seychelles.

- CDL Hotels Group, which will sponsor the Meridian Asia Club Lounge, said it will launch a brand during the event.

For information on Asia Travel Market 1995, contact Sheila Leong at (011) 65-371-0736 or Pei Mun at (011) 65-371-0732; fax (011) 65-271-7106.

## Asia/Pacific: Arrivals From U.S.

China, Vietnam, Cambodia Show Large Percentage Gains

|                   | ARRIVALS FROM U.S. |           | % CHANGE |
|-------------------|--------------------|-----------|----------|
|                   | 1993               | 1994      |          |
| Hong Kong         | 755,666            | 776,039   | 2.7      |
| Japan             | 533,401            | 531,362   | -0.4     |
| China             | 399,734            | 469,849   | 17.5     |
| Singapore         | 307,392            | 343,721   | 11.8     |
| South Korea       | 325,366            | 332,428   | 2.2      |
| Philippines       | 269,964            | 310,231   | 14.9     |
| Thailand          | 278,315            | 292,344   | 5.0      |
| Australia         | 280,825            | 289,700   | 3.2      |
| Taiwan            | 266,678            | 285,880   | 7.2      |
| India             | 158,599            | 176,358   | 11.2     |
| New Zealand       | 143,596            | 158,493   | 10.4     |
| Indonesia         | 134,304            | 153,561   | 14.3     |
| Macao             | 93,259             | 98,297    | 5.4      |
| Malaysia          | 78,926             | 86,636    | 9.8      |
| Northern Marianas | 78,696             | 80,959    | 2.9      |
| Guam              | 61,169             | 66,847    | 9.3      |
| Tahiti            | 47,306             | 46,772    | -1.1     |
| Fiji              | 42,557             | 45,351    | 6.6      |
| Pakistan          | 31,517             | 43,706    | 38.7     |
| Vietnam           | 23,361             | 42,438    | 81.7     |
| Nepal             | 19,332             | 20,312    | 5.1      |
| Cambodia          | 7,120              | 14,658    | 105.9    |
| Sri Lanka         | 9,573              | 10,600    | 11.7     |
| Bangladesh        | 8,202              | 9,788     | 18.7     |
| Palau             | 7,861              | 9,448     | 20.3     |
| Cook Islands      | 7,790              | 7,770     | -0.3     |
| American Samoa    | 6,673              | 7,000     | 4.9      |
| Tonga             | 5,184              | 6,100     | 17.5     |
| Western Samoa     | 5,920              | 5,900     | -0.3     |
| Papua New Guinea  | 3,950              | 3,900     | -1.3     |
| Vanuatu           | 1,100              | 1,100     | 0.0      |
| Solomon Islands   | 1,100              | 1,100     | 0.0      |
| New Caledonia     | 1,100              | 1,100     | 0.0      |
| Total             | 4,394,630          | 4,729,800 | 7.6      |

Sources: Pacific Asia Travel Association. Data is for 1994 and has been compiled from reports from PATA member countries. In most countries, the data is obtained from embarkation/debarcation cards completed by visitors to PATA countries. Figures for Laos, Myanmar, Russia, North Korea and Mongolia are not included because their national governments or national tourist offices are not PATA members. With the exception of South Korea, the figures include ethnic travel from foreign nationals living in the U.S.

TRAVEL WORLD NEWS  
Norwalk, CT

MONTHLY

38,883

SEP 1995

M62353

**LUCE** PRESS CLIPPINGS

***Singapore bound***



Masud Moiz, vice president/Central USA for the Singapore Tourist Promotion Board (left), welcomes Robert Beran, Mason Selig, WFMT Radio general manager Dan Schmidt, and general sales manager Jim Barker to STPB offices in Chicago. Mr. Beran won a complimentary trip for two to Singapore recently on WFMT and will be flying via United Airlines and staying at the new Four Seasons Hotel. The Singapore Tourist Promotion Board recently celebrated its 25th anniversary of having tourist offices in the U.S.

More than 80 Alberta travel agencies will show off their window-dressing skills while participating in a province-wide promotion of the Orient as a travel destination.

"October is Orient Month" is being coordinated by Premier Tours of

Calgary, along with co-sponsors Cathay Pacific Airways, Hong Kong Tourist Association, Malaysia Airlines, Tourism Malaysia, Singapore Airlines, Singapore Tourist Promotion Board and the Thai Tourist Authority.

Agents will receive posters, hanging signs and floor signs from the eight sponsors. The agents will display the items in a creative and unique fashion to produce displays that will catch the eye of consumers and with any luck win the favour of judges who will award prizes for the best design.

On Oct. 17, Premier Tours and Giants Calgary will co-host the second-annual Orient Night Market. Held in the Calgary Chinese Cultural Centre, the event will give Calgarians a taste of the night market culture of Asia without leaving the city boundaries.

For more information contact Zarina Mackie at Premier Tours in Calgary at 1-800-265-6612 or in Calgary at (403) 269-2112.

## **SIA most profitable**

Airline Business named Singapore Airlines the world's most profitable airline for 1994. The 100 airline survey ranked SIA first in terms of highest net profits at US\$647.5 million, followed by British Airways at US\$338 million and Cathay Pacific at US\$309 million. In terms of total sales SIA was placed 15th.

Scranton, PA  
Times  
Scranton Met Area

Sunday

SUN 84.000

SEP 17, 1995

N4830

**LUCE** PRESS CLIPPINGS



ASSOCIATED PRESS

## Symbolic Protest

Three Williams College seniors wear gags in protest Saturday as the college conferred an honorary degree on Singapore Prime Minister Goh Chok Tong in Williamstown, Mass. The students were protesting the Singapore government's control of human and social rights.

Lebanon News  
September 17, 1995  
Circ: 21,034

State College, PA  
Centre Times  
State College Met Area

Sunday

SUN 33.338

SEP 17. 1995

N4848

**LUCE** PRESS CLIPPINGS

## BRIEFS

### PROTESTS MARK SINGAPORE OFFICIALS VISIT

**W**ILLIAMSTOWN, Mass. — About 70 students and faculty silently turned their backs on the prime minister of Singapore on Saturday as he entered a convocation ceremony to receive an honorary degree.

"We don't think the college should honor the leader of a government that represses the same basic freedoms that are so valued on this campus," said George T. Crane, political science professor and the protest organizer.

Goh Chok Tong did not react and the convocation proceeded without further incident. Goh, who earned a master's degree at Williams in 1967, was awarded an honorary doctorate of law.

"It is all right and proper in context, but it is very confusing to me," Goh said of the protest.

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October 1995

Circ: 575,261



R. Ian Lloyd

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Catherine Kinnaw

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**COVER:** Aitutaki Lagoon, Cook Islands. *Photographed by Dennis Marsico*

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# GATEWAY to ASIA



For first-time visitors to Southeast Asia, a stopover in Singapore is an ideal introduction to the region. This safe, English-speaking, ultramodern city may look like Miami or Honolulu, but it's something entirely different. After four trips there, I'm still just learning what a curious and captivating place it is. ¶ Unlike its ancient neighbors

**Beneath the sleek exterior lies one of the most exotic countries on Earth**

**By Laura Stanley**

(Malaysia, to the north, and the Indonesian archipelago, to the south and east), Singapore is entirely a product of recent history. Stamford Raffles, a British colonial administrator in need of a career boost, founded it in 1819 on sparsely populated, mosquito-infested swampland. Immigrants soon flocked in from India, Malaya, and southern China, most of them impoverished illiterates eager for work on the fledgling port's docks and the white man's new plantations. The outpost quickly evolved into a colorful tropical city of bucolic Malay villages, noisy Chinese slums, gracious estates, and a pompous colonial downtown. It was a babel from the outset; even the Chinese, who

At Yam Rock, near  
Singapore's second  
side of the island temple,  
made of light and just  
slight to the sea,  
the goddess of the sea

Photographed by R. Ian Lloyd



constituted the largest ethnic group, spoke the mutually unintelligible dialects of several different provinces.

Today's Singapore bears few outward traces of that bygone era. Shopping malls, health clubs, and espresso bars abound, and smart lifestyle magazines brim with imported fashions, furniture, appliances, and foods for trend-savvy young professionals. Indeed, many Western visitors are disappointed by how familiar everything looks—until they notice a slender minaret reflected

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*Laura Stanley, a senior editor at Travel Holiday, won a Pacific Asia Travel Association Gold Award for her article on Malaysia in our September 1993 issue.*

in a skyscraper's wall of glass or spot a woman lunching at Wendy's in a flowing sari or *baju kurong* (long Malay tunic). If they venture out of their hotels to decades-old Chinese "eating houses," they can breakfast on rice porridge served at cracked marble tables under the watchful eye of a sooty kitchen god. Come evening, they might encounter Cantonese street opera in the courtyard of an apartment block. Everywhere they'll hear, alongside English, the tongues of half a hemisphere, from the Tamil of southern India to the Hakka, Teochew, and Hainan of southern China.

These dislocations are not simply the usual fallout of rapid technological progress. They are the very essence of

Singapore. When I first passed through, in 1986, I was startled by the abrupt transition from nearby Java and Bali, where I'd just spent two idyllic months among hand-sculpted rice paddies. Only two decades had passed since Singapore's release from British rule and its subsequent, traumatic expulsion from the new Malaysian Federation. And yet this resource-poor, infant city-state was already well on its way to First World nationhood. Its port was booming, and its skyline gleamed with office towers—regional headquarters for the thousands of international banks, investment houses, and software manufacturers that had been drawn by Singapore's authoritarian central planning



and voracious appetite for development. They loomed just a short walk from the tattered locale favored by backpackers like me. As air-conditioned taxis and double-decker buses whizzed by, merchants, cooks, and artisans plied their trades the old way, under awnings on sidewalks, leaving pedestrians to thread their way through treacherous traffic on sunbaked streets. I found these contrasts and the pace of modernization thrilling, and I still do. Blink in Singapore, and something is razed, face-lifted, or updated. Yet, somehow, life there remains stubbornly, defiantly Asian.

I visited most recently early this spring, with my husband, Charles. Our dawn ride from the airport revealed new roads and high-rises we hadn't seen two years ago; several monstrous structures, we noted sleepily, were still encased in scaffolding. Too tired to take this in, we ate and napped at our hotel and then fled downtown for Katong, a tranquil suburb along the island's eastern coast, carved out of colonial plantations by well-to-do Peranakan (Malay-Chinese) mer-

chant families in the 1910s and '20s. The Peranakans built pretty bungalows that deftly applied Victorian- and Chinese-style decorative elements to simple Malay layouts. We saw many of these amid newer, pastel homes, along with a modest Buddhist temple, manicured Chinese gardens, and luxury Japanese sedans in dozens of swept driveways. Children played soccer in walled courtyards, and snoozing mutts, stunned by the heavy heat, barely twitched when we stepped over them.

A dark, old-fashioned herbal-sweets shop beckoned. The menu, printed in English and Chinese, listed such delicacies as "white fungus boiled with rock sugar" and "condycep with snow frog," along with the health benefits attendant to each: "eliminating of heatiness, wetness, and phlegm," "inducing metabolism and blood circulation." A waitress clad in a crisp candy stripper's pinafore suggested a frosty, sweet soup of honeydew and tapioca-like sago pearls, which we had with a bowl of fiercely bitter "Herbal 24 Cooling Tea." It fortified us for an evening walk through the nearby district of Geylang, home to many of Singapore's Muslim Malays.

To celebrate the end of monthlong fasting during Ramadan, Malay Muslims crowd the streets of Singapore's Geylang neighborhood to socialize and shop for food and gifts.

At the Imperial Herbal Restaurant, a staff doctor concocts traditional remedies from ingredients like ginseng, plant roots, and dried snakes.



It was the last week of Ramadan, the Muslim month of daytime fasting and prayer. Here, Ramadan's final nights are as riotous as its days are subdued. Geylang's main drag is canopied with ropes of lights, and residents pour out of government-issue apartment buildings to shop for food and finery in preparation for Hari Raya Puasa, the end of the fast and the most joyous holiday on the Malay Muslim calendar.

The scene here was dazzling, especially to our jet-lagged eyes: table upon table of merchandise—piles of bright silk and batik clothing, beaded head scarves, embroidered caps and mules, mounded artificial flowers, tawdry rugs, lamps, and clocks—lined two sides of 13 city blocks. Chase lights arranged in the shapes of mosques raced in the windows of surrounding high-rise residences, and two 20-foot dolls in Hari Raya costume stood floodlit before the entrance to a shopping complex. Our notion of Islam as a somber faith was shattered as we shuffled shoulder to shoulder with thousands of Malays in festive traditional garb, assaulted from



## A GASTRONOMIC GALAXY

Singapore's celebrated food culture embraces a staggering diversity. Most residents are familiar with at least six distinct regional Chinese cuisines, as well as Peranakan (Chinese-Malay), Malay, and Indian cooking. One of the world's most hygienic countries, Singapore presents a splendid opportunity to try dishes you can't get at home.

**Chinese food** The Teochew people, from the southern Chinese provinces of Guangdong and Fujian, specialize in delicate, simply seasoned consommés, fish steamed with sour plums, and stewed goose or duck, sliced thin and served with an herbed brown sauce. At the spartan **Tai Seng Restaurant**, buttery-textured goose is layered over spinach, mushroom, and tender squares of bean curd (Block 17, Outram Park; 220-3544; \$18-\$32; no credit cards).

The Hakka, originally from northern China, migrated hundreds of years ago to difficult mountain lands in the south, where they learned to flavor dishes with fermented soybeans, rice wine, dried fish, and

preserved mountain vegetables. The **Moi Kong Hakka Restaurant** serves *yong tau fu* (fried bean curd stuffed with minced pork and dried fish) and chicken with red-wine lees (22 Murray St.; 221-7758; \$16-\$40).

Gourmet Chinese herbal cooking incorporates natural elixirs—various berries, flowers, roots, and tubers—into subtly flavored dishes designed to balance yin and yang, build physical stamina, and treat all manner of ailments. The fascinating menu at the **Imperial Herbal Restaurant** offers jasmine-flower prawns, quick-fried egg white with scallop, polygonatum, and lady-bell root, and fried venison with wolfberry (Metropole Hotel, 41 Seah St.; 337-0491; \$50-\$120).

**Peranakan food** For almost 50 years, **Guan Hoe Soon**, in suburban Katong, has been serving classic Peranakan cuisine—the highly refined hybrid creation of well-to-do descendants of Chinese immigrants and their Malay wives: *ayam buah keluak* (chicken in black-nut curry), *ikan asam nanas pedas* (fish in pineap-



A traditional Chinese opera is performed outside a Chinatown temple. The best time to see one is during August's Festival of Hungry Ghosts.

all sides by young male vendors barking out of megaphones the virtues of their grilled satay, venison burgers, and sticky Hari Raya cakes. "*Manis, manis, manis!*"—"Sweet, sweet, sweet!"—shouted one in Malay. I tried with no luck to make my way to his table.

What we had encountered in just three hours and two square miles was enough to exhaust and captivate most tourists for days. For the time being, these two worlds—one orderly and genteel, the other, at least that night, an insane equatorial cross between a state fair and Times Square on New Year's Eve—were as much as we could handle. We hailed a cab—no small feat in this bedlam—and asked our Chinese driver to whisk us back to our downtown hotel. His name was Mr. Poon, and he was not willing to let us rest. "Where from?" he inquired pertly, peering back at us through his rearview mirror. "Ah, New York!"—a place he knew well, along with San Diego, Los Ange-

ple and tamarind juice), and *otak-otak* (spicy fish and coconut-milk cake grilled in banana leaves). Be sure to save room for such famous Peranakan sweets as *chendol* (palm sugar and coconut milk over shaved ice) (214 Joo Chiat Rd.; 344-2761; \$14–\$25).

**Indian food** Superb Indian restaurants abound, but few have as lovely a setting as the *Tiffin Room*, at the Raffles Hotel; the lunch buffet typically includes a wide selection of remarkable vegetarian, meat, and fish curries (1 Beach Rd.; 337-1896; \$50).

**Street food** If you have time for only one meal in Singapore, skip the restaurants and head for one of the city's many hawker centers. These sanitary municipal installations are the ultimate in fast food: just point to the Chinese noodles, Indian roti, or Malay satay (pictured at right), and it's yours, usually for less than \$1.50. At Chinatown's open-air **Maxwell Road** center, more than

100 stalls offer such treats as yam rice, sweet peanut soup, Hainanese chicken rice, and Teochew-style porridge.

Old-fashioned Chinese eating houses are much smaller than the hawker centers but just as much fun. Many of their vendors specialize in filling breakfasts—dim sum and rice chowders, often taken with very strong coffee thickened with sweetened condensed milk.

The **Tiong Shian Eating House**, on the edge of Chinatown at Keong Saik and New Bridge roads, is a well-preserved antique—hot, noisy, and redolent of home-style cooking.

Margaret Chan's *Foodstops* (Landmark Books; \$7), available at local bookstores, is an excellent guide to Singapore's food categories and restaurants.—L.S.

Prices are for a meal for two, without tax, tip, or drinks. Unless noted, all restaurants take major credit cards. Hawker-center and eating-house vendors accept cash only.





A costumed participant (above) in the Great Singapore Shopping Festival quenches his thirst. In suburban Katong (below), an elderly Chinese woman goes to market in a trishaw.

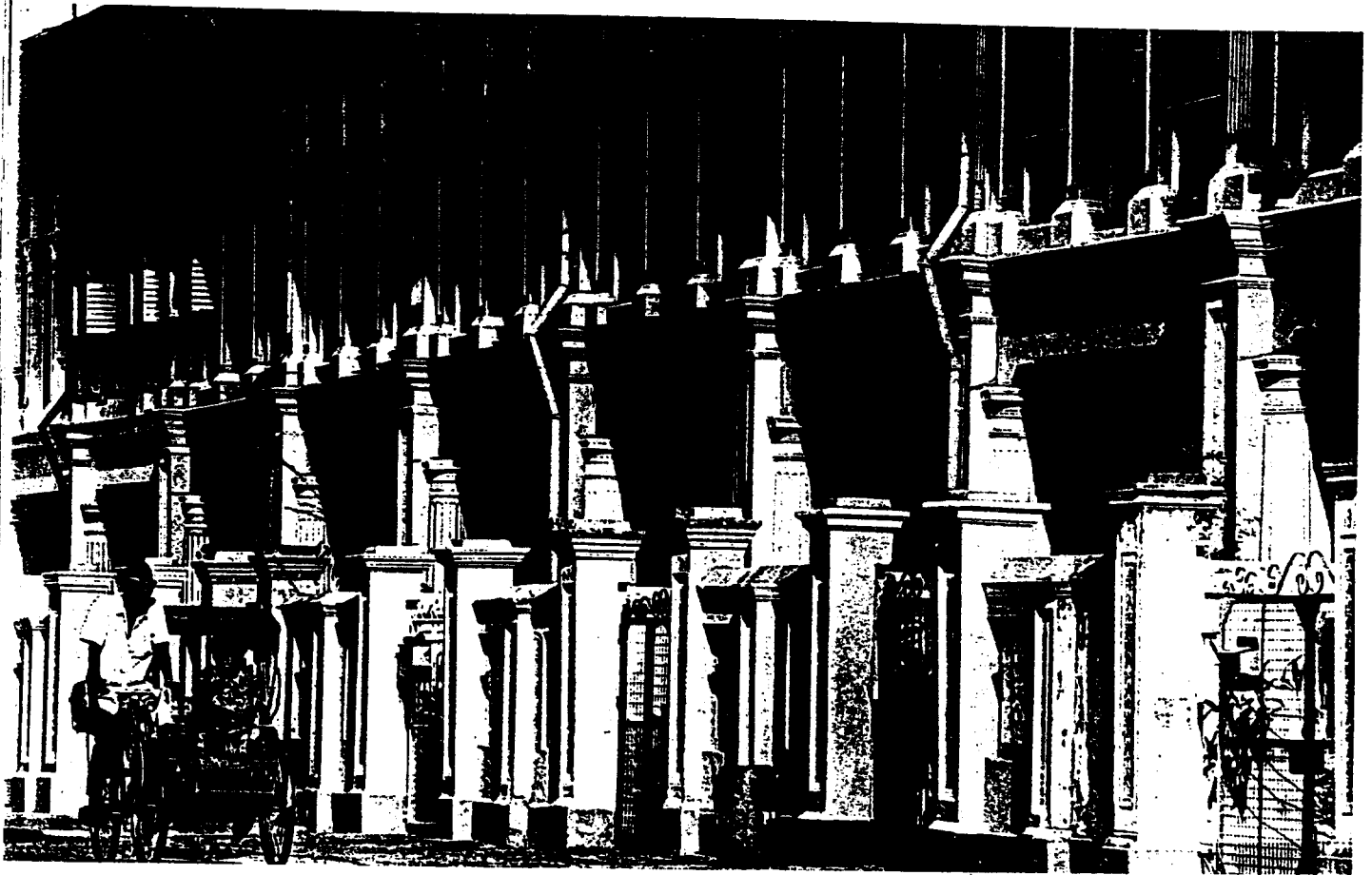
les, San Francisco, and Boston. Poon, it turned out, had seen more of our immense hunk of continent than we'd seen of his little island. He'd been driving long hours for several years, at a time of life when most men retire, in order to pay for his daughter's education at Dartmouth. His whirlwind tour of the United States had coincided with her graduation last year, a proud moment that had cost his family more than Singapore \$120,000 (about U.S. \$84,000). What a relief, he added, to learn that his son could attend Cornell on full scholarship. He expects his children to return home to settle down. "Life is better here," he said.

Energy like Poon's is typical: Singaporeans work hard and enjoy bragging about the rewards, which often include foreign travel and schooling. This is, after all, a nation of immigrants. Immigration peaked in the 1920s and '30s and continues today at a steady pace. Singapore's social engineers encourage it, since immigration fuels growth in

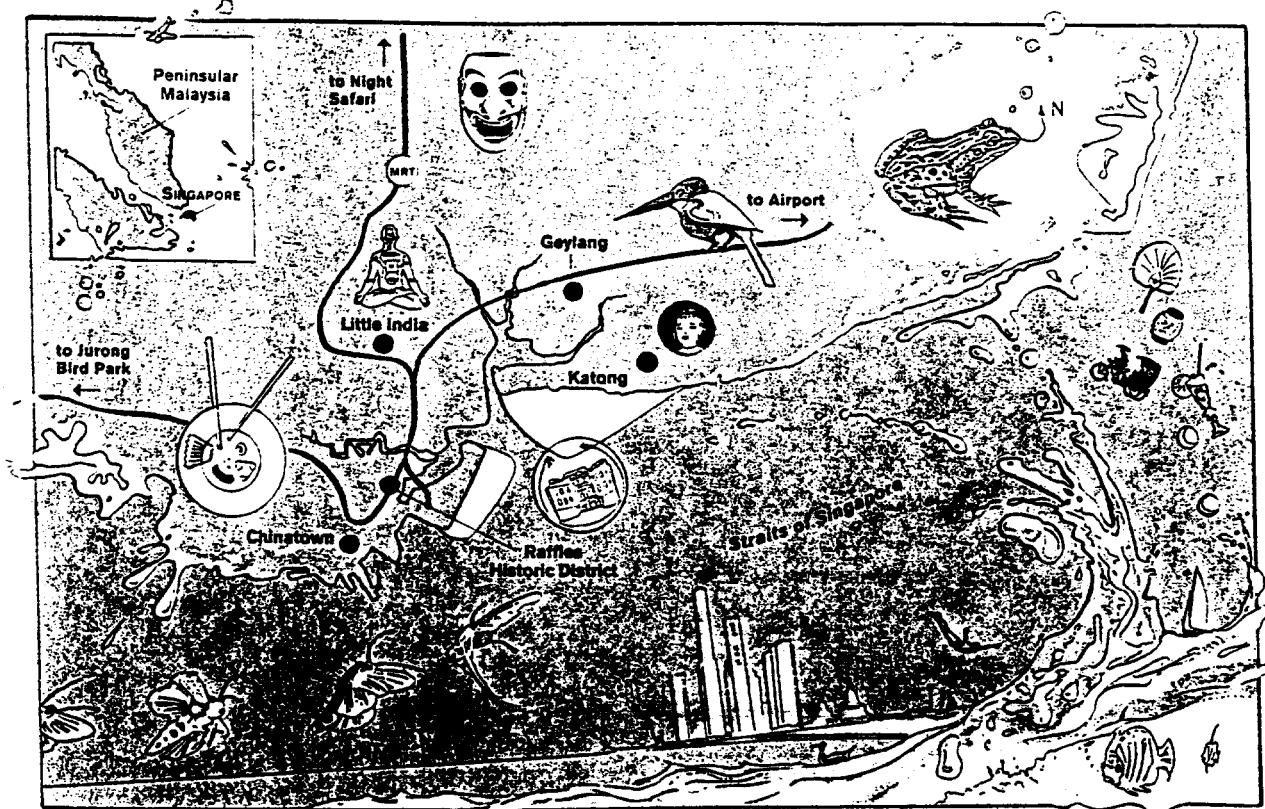
key industries, such as trade, shipping, and banking. At the same time, they worry that it threatens stability. Their methods of managing the potential hazards can be disconcerting—as I was reminded the very next day.

Early for a lunch date at Raffles Hotel, I wandered around the newly restored ground floor, enjoying its airy, tropical elegance and imagining how it looked when peopled by colonials in Edwardian overdress. The 108-year-old luxury hotel, named after Singapore's founder, is the city's foremost symbol of its British heyday, a magnificent, colonnaded sprawl commanding an entire block in the heart of downtown.

As I turned a corner I encountered a charming scene in the Palm Garden: a slender, fresh-faced young Chinese bride in a snowy veil and train rushed into the arms of her beaming lover, who lifted her and swung her around as she threw her head back in ecstasy. They continued for a few beats as the wedding photog- (Continued on page 90)



# THE MAKINGS OF A SINGAPORE FLING



Singapore is remarkably easy for Westerners to negotiate. You don't need a visa, and you don't even need to change money if you have an ATM card. Most residents speak fluent English, and public transportation—subway, buses, and taxis—is everywhere. Your only obstacle may be the damp heat—highs average in the upper 80s, and humidity hovers at about 75 percent year-round.

## A Multilingual Mélange

Few visitors fail to tour Chinatown, with its lovingly restored, traditional "shophouses." Most get to the Colonial District, too, for a Singapore Sling at Raffles's Bar and Billiards Room and a viewing of "Raffles Revisited," a multimedia history show at the hotel's Victorian Jubilee Hall. If you're in the area in the morning, check out the friendly municipal market at Albert Centre, where

you'll find Chinese and Malay pastries, mounds of tropical fruits, and glistening rice noodles. The multilingual cacophony in the market is ear-splitting. Visit a theme park if you have time—Singapore has eight of them. Sentosa island, just a five-minute ferry or cable-car ride from the city's southern shore, boasts a state-of-the-art aquarium, a butterfly park, and a host of other attractions, all linked by monorail. The new Night Safari is a marvel. This 98.8-acre wildlife park, just 30 minutes north of the city center, contains nocturnal creatures from all over the world. It rivals the Jurong Bird Park, on the island's western end, for attractive, animal-friendly layout.

## To Sleep in Splendor

Singapore offers a wide range of accommodations, but vacancies are scarce, so reserve well in

advance. The legendary, colonial-era Raffles occupies a magnificent 19th-century building that is a national monument (1 Beach Rd.; 337-1886; \$400 and up). In the budget category, the family-owned Majestic, in Chinatown, is a real find (31 Bukit Rd.; 222-3377; \$45). The centrally located Albert Court Hotel, decorated in ornate Peranakan style, is an excellent middle-range choice (180 Albert St.; 339-3939; \$152-\$168). The smart, elegant Duxton, in Chinatown, may be Singapore's quietest and coziest hotel (83 Duxton Rd.; 227-7678 or, in the U.S., 800-762-5590; \$248-\$304). Chain hotels are plentiful and include the Hilton International Singapore (581 Orchard Rd.; 800-445-8667; \$240-\$272), the Holiday Inn Park View (11 Cavenagh Rd.; 800-465-4329; \$272), the Hyatt Regency Singapore (10-12 Scotts Rd.; 800-233-

1234; \$328-\$384), the Westin Plaza and Westin Stamford (2 Stamford Rd.; 800-228-3000; \$240-\$252), the Shangri-La Hotel (22 Orange Grove Rd.; 800-942-5050; \$275-\$420), the Sheraton Towers (39 Scotts Rd.; 800-325-3535; \$336), and the Regent (1 Cuscaden Rd.; 800-545-4000; \$272-\$296).

Consult Lonely Planet's *Singapore* (\$9.95); it's pocket size yet dense with information on Singapore's history, culture, sightseeing, hotels, and dining.—L.S.

Rates are for a room for two. Except where indicated, major credit cards are accepted. To call Singapore from the United States, dial 011-65, followed by the local number. For further information, call the Singapore Tourist Promotion Board (213-852-1901 or 212-302-4861). For more on Singapore, turn to *The Globetrotter's Indispensable Index*, on page 28.

## SINGAPORE

(Continued from page 60)

rapher snapped away but stopped the instant he did. The couple disengaged, faces fallen, and turned to lackeys who emerged from the shadows to touch up their hair and makeup. This was no wedding, I realized; it was a shoot for a government marriage promotion.

I had seen posters touting dating and mating on buses, in the subway, and on the walls of public food markets. "So much fun," one read. "So much laughter/So much love/For ever after/Why wait?/With a family/Life's great." Concerned that upwardly mobile young Chinese are not reproducing fast enough to maintain ethnic and socioeconomic balance, the government also encourages them with invitations to singles gatherings and matchmaking services and even offers financial incentives to reproduce. Low-income couples, most of them non-Chinese, are enticed in the opposite direction, with generous cash rewards for limiting family size. "It feels invasive sometimes," said my lunch companion, a young Chinese marketing professional, "but we realize that the government has to plan for our future."

Taken aback, I recalled last year's caning of young Michael Fay and the heavy fines for petty offenses—littering, spitting, failing to flush a toilet—for which Singapore is infamous. We Americans have trouble understanding such a culture, yet in many ways Singapore is a more desirable place to live in than my hometown of New York. What does the average Singaporean make of the Big Apple, I wondered—its harsh ethnic divisions, poverty, crumbling infrastructure, and crime? I was sorry I had not asked the proud and talkative Mr. Poon.

A FEW DAYS LATER, WE VISITED CHINATOWN—the best place to observe what Singapore was, is, and will be. A 50-block spread of 19th- and early-20th-century "shophouses" (narrow, two- to three-story row houses with shops on the first floor and residential space above) just minutes south of Raffles and the city center. Chinatown was recently destined, like most of quaint old Singapore, for the wrecker's ball. Room was

needed for higher, more efficient modern construction. Luckily, preservation came into vogue in the nick of time, and city planners instigated an ambitious renovation of these historic streets. Formerly decrepit buildings are now so spruce that they could line Disneyland's Main Street. They sport polished Peranakan floral tiles, fretted lintels of hand-carved geometric designs and birds, daintily louvered shutters, bas-relief roses, and bold, golden Chinese characters over bright doorways. Pastel pinks, blues, yellows, and greens dominate, making even the narrowest roadway seem open and light.

Even here, though, interior-design firms, art galleries, and wine bars have replaced many of the bakers, butchers, tailors, goldsmiths, paper-lantern makers, and clog carvers who once spilled out of open-air shops onto broken sidewalks; those old businesses that remain attract mainly elderly Chinese and tourists. We were no exception. On our third morning, after breakfasting on dim sum and fish porridge at a particularly large, clamorous, and venerable "eating house" on New Bridge Road, we headed for a Chinese-medicine shop, where we found dried toad, spider, deer penis, shark fin, and bat skeleton displayed on a dusty pegboard. These, I learned, could be ground into powder and used to treat all manner of complaints. Rice wines in which snakes, lizards, or fetal deer were pickled seemed popular, too; enormous jars of them glinted a lurid amber in the sun.

One of Singapore's oldest Chinese temples, the massive, heavily ornate Thian Hock Keng, was just around a corner on Telok Ayer Street. Erected in 1842 on what was then a waterfront, it retains the patina of age that makes a holy place seem holier. The bulky rafters in the high, arched ceilings are stained with the smoke of 153 years of prayer; that day, a bright Wednesday on the cusp of the 21st century, the place attracted worshipers of all ages, who lit joss sticks before a multi-armed icon of Kuan-yin, deity of mercy, and left lit cigarettes for a gambling god, whose mouth was black with opium pressed there decades ago.

Just a short walk west is the Hindu temple of Sri Mariamman, also in China-

town. We found it a gayer presence, from the sculpted, 12-foot pyramid of brightly painted deities that crowns the front portal to the gaudy, bewildering images of Shiva, his elephant-headed son, Ganesha, and the other gods that cover the walls and ceilings of the inner pavilions. This site, of roughly the same vintage as Thian Hock Keng, was equally busy. Leaving our shoes at the front steps, we treaded lightly on cool stone floors, peering shyly at a far cluster of chanting women seated in rows before a small altar. I noted a Chinese face under the veil of one sari—the convert wife of an Indian, perhaps, or a child of a mixed marriage.

The morning's most interesting stop was a new addition to the district. And yet the Tea Chapter, a tranquil café in a shophouse on the district's southern edge, is committed to a practice that predates any of the restored buildings we'd admired. In dark rooms of polished wood decorated sparingly with pottery, calligraphy, and sprays of flowers in stone vases, patrons take tea the way their ancestors did in China, with slow and studied self-awareness. The ritual was again in fashion, we learned: after the Tea Chapter opened, in 1989, several similar establishments followed.

As first-timers, we got a simple lesson in how to sniff the dry, smoky oolong (which was extremely fine), warm the tiny pot and cups, and drink while seated erect, cup poised between thumb and middle finger. Our instructor, Carrie Chin, watched approvingly as we passed winey sips around all our teeth and over the whole tongue before swallowing—"to get a full, cleansing effect," she explained.

At a neighboring table, a college student sat alone, perusing a textbook. Funny, I remarked; I'd heard that today's young Singaporeans prefer McDonald's to the likes of this. Carrie, who could not have been more than 30 herself, set me straight: "They come here all the time; they're very interested in finding out about tradition, about who they are." I nodded; as a traveler, I was delighted to hear this. Wealthy, efficient, and worldly as it has become, Singapore is still Eastern, different from what I know best and likely to remain so for years to come. ●

by Paul Martin

**T**here's a place with spotless streets and sidewalks, wide tree-lined roads, lovely wooded parks, sight-seeing, shopping and entertainment for everyone, little pollution and even less crime.

It's called Singapore.

With 2.8 million people occupying 240 square miles about 75 miles north of the Equator, Singapore provides a glowing example of stability and prosperity. Singapore has flourished since it separated from the rest of Malaysia on August 9, 1965 to become a democratic and independent nation. Unemployment is relatively unknown and the nation is constantly seeking workers from nearby countries; in fact, the economy grew by 9.9 percent in 1993.

For centuries, Singapore has been known as the "Lion City." Lions Clubs International arrived in 1958 with the organization of the Singapore (Host) Lions Club.

"Lionism is growing as fast as our economy," points out Lim Hon Chee, 1994-95 governor of District 308-A. "We reached 53 clubs in 1995 with more than 1,000 members in the country." More than 100 Singapore Lions are Melvin Jones Fellows; Lim, a Lion for 14 years and a member of the Singapore Katong club, is one of them.

By the year 2030, the number of aged in Singapore is expected to quadruple from 200,000 to 800,000. The number needing custodial care is projected to leap five-fold from about 3,500 to 17,000.

"Help for the aged is a growing need because today we have many immigrants who do not have families to take care of them when they get older," says Lim. "The booming economy makes it necessary to bring in workers from surrounding countries. When they get old, they need help. That's where the Lions have stepped in. We have two homes for the elderly and plan to open a third within the next several years. In early 1980 we opened the Lions Nursing Home for the Elders at Ang Mo Kio for 20 elderly destitute men and women."

In 1985 the Lions Clubs International Foundation donated \$30,000 to the newly-opened Lions Nursing Home for the Elders in Toa Payoh

Rise. Once a World War II bunker, it was renovated and set up at a cost of \$500,000.

With 45 beds, it is designed for the elderly infirm. The other 20-bed Lions facility is for ambulatory residents. There is no government subsidy contributing to these; they are totally Lions-supported. Lions are currently planning a third home for the elderly which will include medical facilities. The third home will have 158 beds and is planned to open in 1996. This is being built with encouragement from the Singapore government which uses the other two homes as models for elderly care. Operating expenses for the three homes are projected at \$1 million annually.

Dr. Winston Koh, a general practitioner and a Lion since 1977, is a member of the Singapore Central Lions Club. He has been involved with the Singapore Lions Nursing Home for the Elders since the beginning and volunteers his medical services at the home twice a week. Eighteen Singapore doctors volunteer their services to the nursing homes; 12 of them are Lions.

"We have a long waiting list for the two homes," says Dr. Koh, "which is why we're building the new 158-bed home. Our homes have many uses. For example, a stroke patient can come here and get therapy, and when recovered can go home. Or, some may stay permanently. Sometimes a patient will come in for a few days or a few weeks to give the caregiver at home a rest."

Dr. Koh is chairman of the building committee for the new home. "The building will be four stories high and is a big challenge for us to expand what we are doing now. The first and second floors will house residents, the third will be for offices and physiotherapy and the fourth floor will have rooms for staff. The new facility will have rooms for—depending on design—either two, four or eight people."

Each year the Singapore clubs have a joint fundraiser called Lions Flag Day, which raised \$240,000 recently. The Lions' contributions toward the homes for the elderly so far total US\$2.4 million.

"Lionism is growing," explains Lim

## Singapore: The Lion City

# GIVING COMFORT & CARE TO NATION'S ELDERLY

*Below—Singapore Lions brighten the days of the elderly residents by visiting and bearing gifts.*



"Lionism is growing because we reach out to all segments of the population. As Singapore becomes more affluent, we have more time to help others."



Above right—Lions prepare lunch for the residents of the elderly home. The home is affiliated with the National Council of Social Service and supported by Singapore Lions, Lioness and Leo clubs. Right—Lions volunteers visit with a 102-year-old resident.



Left—Residents of the nursing home receive regular physiotherapy to increase their strength, flexibility and mobility. Above—Lions test eyeglasses to be donated to the elderly.

Hon Chee, "because we reach out to all segments of the population. As Singapore becomes more affluent, we have more time to help others. In addition to the nursing homes for the elderly, each of our clubs has individual projects.

"Here in Singapore," he continues, "we have no problems with orphan children or delinquents, and only a minor problem with the homeless. However, the graying population is a number one concern for our nation."

In Singapore, 30 percent of Lions are women and this percentage is increasing; a major factor in the future growth of the association in that country. In six clubs all the members are women and 13 clubs have women serving as presidents.

"I can see the possibility of Lionism moving into China with clubs in Shanghai or Canton," says Lim. "Canton may be the first Chinese mainland Lions club. In Singapore we have a good mixture in age with many members between 30 and 40 and 60 percent of our members are between the ages of 30 and 45.

He notes that "about 20 percent of our members are between the ages of 20 and 30. Our women members, for the most part, are between 30 and 45. Our potential for growth here in Singapore is nearly limitless."

Phillip Lee, a CPA and 10-year charter member of the Singapore Orchard Lions Club, has been chairman of the Lions Home Nursing for the Elders since 1991. "Some of the residents at the nursing home are senile," he explains, "while others may come in here for a short time with a broken leg, have surgery, and when they become ambulatory, they go home.

"Some of the patients have Parkinson's disease and other problems that require special treatment and medication. We provide all of this."

The Lions homes are affiliated with the National Council of Social Service and supported by all the Lions, Lioness and Leo clubs in Singapore. Residents receive free services from doctors, occupational therapists, physiotherapists and a dietician. The third nursing home with 158 beds in Bedok South Avenue 2 will be ready by early 1996.

Matron Sim Soh Chu has been manager of the Lions Nursing Home for the Elders in Toa Payoh Rise for 10 years. "I enjoy nursing old people and I would like to think that when I am old and sick there will be people who care enough to look after me.

"I treat the residents as if they were my own family. The most satis-



Matron Sim helps a patient out of his wheelchair for a dance lesson.

## The History of Singapore

Singapore traces its earliest history to the 4th Century A.D. It was then known as Temasek or Sea Town, situated, as it still is, at the converging point of trade routes between the East and the West.

At the end of the 11th Century A.D., Prince Nila Utama of the Sri Vijaya empire arrived with a party on the island. Legend has it that he encountered a strange and wild beast on landing and further inquiry established the beast to be a lion (although in all probability it was a tiger). Hence, the name Singapore or Singapura, which in Sanskrit means Lion (Singa) City (Pura).

ifying thing is bringing them back to life. When you first see some of these cases, they are filthy and they just want to lie in bed and not move. But after you pay attention to them and care for them, you see them become more vigorous."

With her infectious laughter and enthusiasm, Sim is a bright spot in the facility. Although most of the residents are not completely mobile, the place is always lively.

"I used to be depressed, but now I'm glad to be here because my daughter doesn't have to worry about me when she's at work. Besides,



Games at the nursing home add enjoyment and interest to the lives of the residents as they help increase their strength.

this is a clean, pleasant place. What more could I ask for?" asks Rene Joseph Schoonbeck, 71, a resident of the Lions Nursing Home for the Elders. A former primary school teacher, Schoonbeck, a widower, came to the home at Toa Payoh Rise three years ago after an accident left him partially paralyzed.

"No staring into empty space around here," maintains Schoonbeck, who can't get around much without his wheelchair, but like other residents does not have to lie around in bed all day.

"My radio is always on. I love to listen to the BBC World Service. Besides this, I read a lot and write letters to my friends."

A sportsman in his younger days, he also takes part in regular physiotherapy and exercises with other residents, aided by Lion volunteers.

Some of the healthier residents help in the kitchen and with cleaning. The two rooms with television



Left—Volunteers celebrate one of the resident's birthdays. A new 158-bed facility is being built to accommodate those who would like to reside in the friendly atmosphere of the homes.



Lions and their spouses provide free haircutting and styling services to the residents.



Caregivers and residents form strong bonds at the Singapore Lions Nursing Home for the Elders. The two homes have many purposes for different types of residents. Some patients reside at the home for therapy and recovery, others are permanent residents.

sets are always occupied. Many of the residents are ardent fans of Chinese serials. Schoonbeck's daughter visits him three times a week and quite a few of his friends keep in touch.

Sim, who is a registered nurse, says, "We insist on family members or relatives visiting the residents, especially on special occasions like birthdays."

If a person in the home has a

minor ailment, he's treated right there; for major illnesses, residents go to the hospital, only five minutes away. All the Lions volunteer their help, bringing food, entertaining resi-

dents or taking them on picnics or to zoos and parks.

Low Siew Lon is a member of the Singapore Island Lions Club and has

(Continued on page 50)

## SERVICE SHORTS

The **Kuala Pilah, Malaysia**, Lions Club has donated uniforms to Tamil School students. The club has also donated funds to supply needy students free eye examinations.

The **Cottonwood, Arizona**, Lions Club has collected 923 pairs of eyeglasses for shipment to Phoenix, where they will be sorted and sent to developing countries.

The **Three Lakes, Wisconsin**, Lions Club sponsored a "Mother or Father of the Year" essay contest awarding the winning elementary school children with \$50 saving bonds. Parents of the year received certificates and flowers or coffee mugs.

The **Briargate and Templeton Gap** Lions Clubs of **Colorado Springs, Colorado**, helped 21 needy children choose school clothes at Mervyn's department store. The clothes were paid for by the Lions, who have made the shopping spree an annual event.

The **Rowlett, Texas**, Lions Club donated \$5,000 to the Rowlett Public Library Equipment Acquisition Fund. The money will go toward the purchase of new furniture for the new library under construction.

The **Caldwell, Idaho**, Lions manned an information booth at the

Western Idaho State Fair held in Boise, Idaho. Lions distributed information and brochures to many of the more than 200,000 people who attended the fair.

The **Wilson, North Carolina**, Lions Club and the Wilson Luncheon Lions have donated \$15,000 to Sight-First. Funds were raised through concession, broom and light bulb sales and a golf outing.

The **Gilbert, Arizona**, Lions Club has donated \$1,000 worth of eyeglasses and 77 pairs of shoes to local needy students. The club also oversees a senior center and Handicap Camp in the White Mountains.

The **Lake Metigoshe, North Dakota**, Lions recently donated \$1,350 for a hiking and biking trail at Lake Metigoshe. The Lions also helped raise \$1,500 toward the project at an annual fundraising party.

The Lions of **Sao Marinho Do Campo, Portugal**, held a service activity named "Third Age Fest" which honors those 65 years old or older. About 160 people attended the lunch, which was served by the Lions. The group was also entertained by musicians.

The "Viva A Vida" Campaign, sponsored by the **Jaragua Do Sul-**

**Centor, Brazil**, Lions Club, offers clothes and food as well as diabetes and cholesterol tests. Children are also treated to the "Rua do Lazer Infantil" promotion, which offers painting, drawing and games.

During its first eyeglasses collection program, the **Charlotte Amalie** Lions Club of the **U.S. Virgin Islands** collected 85 pairs of glasses to be recycled.

The Lions Clubs of **Medan, Indonesia**, joined to sponsor 90 vision screenings and 42 eye operations at the General Hospital of Tanjung Babai Asahan, Indonesia.

The **Van Wert, Ohio**, Lions Club has accepted the donation of a 5-week-old black Labrador puppy for the Lions Pilot Dog Program. Whitney Wenninger donated the puppy, whom she named "Annie" after Annie Sullivan, Helen Keller's teacher.

The **Minot, North Dakota**, Lions Club was presented with more than \$3,000 by Lion Terry Narum, who won the money in a contest sponsored by F & F Laboratories, which makes Lions Mints. Narum was picked at random and awarded with the same amount of money he used to purchase the mints, \$3,036. The donation will be used to purchase eyeglasses and offer vision screenings.

The **Lewiston-Auburn Night** Lions Club of **Maine** raised \$800 during White Cane Days. The funds will be donated to Lions eye care and low vision projects.

## Singapore

(Continued from page 23)

been treasurer of the home at Toa Payoh Rise for four years. She stresses: "This is a magnificent project. It meets the needs of the elderly and middle income people's parents. It is precisely this kind of activity that made me become a Lion."

Singapore East Lion Henry Kwek, a member since 1978, served as the first chairman of the Lions Nursing Home for the Elders in 1981. He now serves as a trustee for the home today. "One of the reasons Lionism is growing is projects like the Nursing Home for the Elders," he emphasizes. "Our objective is, wherever possible, to get these older people well and send them

back to their families. If they have no family, then we house them right here and that's why we're expanding with a 158-bed home."

Eighty-two-year-old Walter Chang came to the home six years ago after falling and breaking his hip. "I was unable to walk very well after my hip healed," he says. "A friend of mine found out about the home for the elders and I came here. I have lived here ever since. I don't have any family and don't have any retirement money, so without the Lions I would have been living on the street. Matron Sim has made me exercise and I've been through physiotherapy, so I now get along pretty well with a cane. But even with that, without the Lions home I'd be homeless."

In Singapore, the different lifestyles, cultures and religions thrive within an orderly society. The standard of living and personal incomes are second only to Japan's, which is

the highest in Asia. Public and private welfare agencies take care of the indigent. A compulsory savings plan guarantees that older citizens will enjoy a safe retirement.

"Those of us who live in Singapore are fortunate because we enjoy a very high quality of life," Lim says. "Our clubs join together to bring better lives to those who have not had some of these opportunities. Singapore is a strong, growing country and Lionism is expanding just as vigorously. We've just finished a large new convention center and hope to have the Lions International Convention held in Singapore someday."

"After all," he says with a smile, "it's the Lion City."

(Editor's Note: Singapore Airlines contributed to this article by providing free round-trip air transportation for the author between San Francisco and Singapore).

## Asian Carriers Revving Up To Attract U.S. Meetings

With a spate of new convention centers and new hotels, the Pacific Rim seems poised to lure a bigger chunk of the U.S. meetings and conventions market. But are Asian carriers ready to surmount the

marketing challenge of geographic distance, and are they willing to produce a new comfort level for planners who would consider booking meetings and incentive trips?

At least three airlines — Singapore Airlines, ANA and Thai Airways — have begun aggressive activity.

While many Asian carriers face a

CONTINUED ON PAGE 44

### ASIAN CARRIERS REVVING UP

CONTINUED FROM COVER

myriad of obstacles, including small staffs, inadequate funding and the belief, in some cases, that the U.S. group market doesn't warrant special attention, some marketing activity has begun.

Singapore Airlines, for example, has just rolled out what it calls "pricing initiatives" — discounts for meetings and incentive trips. "We've always had them for the incentive market, but weren't able to do it until now for meetings because

our reservations system is different than that of U.S. carriers," said Terri Steinberg, sales manager, midwest region. The airline expects to draw additional group business from the opening of the \$400 million Singapore International Convention & Exhibition Centre earlier this year; discounted fares will help round out the carrier's other services for meeting and incentive planners, which include reference guides to

venues, an on-site reservations service for large groups, charters and site inspection tickets.

ANA, meanwhile, is shifting direction. "The company as a whole didn't really see the advantages of going into this market," said Anthony Brinn, manager of market development for North America. "But now we are slowly starting to build a client base." Brinn is spearheading the beginnings of a marketing program that will include a new brochure and booths at industry shows including the Incentive Travel &

Meeting Executives Show and Meeting Professionals International. Talks are also underway with the Tourism Authority of Thailand to do joint promotions.

Still, the company faces several internal hurdles before it can grab more U.S. groups. For one, the company's computers are not equipped to handle group fare discounts, but they will be soon, Brinn said. He's also working with other U.S. carriers with which ANA already has code-sharing agreements to offer discounts on an entire itinerary so that an attendee could, say, fly from New York to Los Angeles and then on to Bangkok, and receive a meeting discount for the entire ticket.

#### NEW VENUES ACROSS THE REGION

ANA and others are hoping to capitalize on the slew of new venues cropping up throughout the region, which make it an easier and more attractive sell to stateside groups. In Japan, three new convention centers are opening this year alone. The Hong Kong Convention and Exhibition Centre is doubling its existing space and adding a business center, restaurants and a harbor-front promenade, all to be completed by mid-1997. In addition, new convention hotels are coming on line over the next few years in Singapore, Malaysia, China and elsewhere.

Not all airlines plan on capitalizing on the new venues, however. Japan Airlines recently took a salesperson in its New York office away from meetings and incentives, and is choosing instead to woo higher-yield leisure travelers, according to Mark Thorpe, manager of passenger marketing and sales. "It takes so much effort to develop the [meetings and incentives] market and we really don't see much of a return," he noted.

Thai Airways, on the other hand, remains committed to meetings and incentives even though group business over the last five years has been "disappointing," according to Rene L. Cortez, district sales manager.

To help restore visitor traffic, the carrier joins up with 70 to 100 members of the Thailand Incentive and Convention Association to stage an educational program for planners in several cities each fall, immediately prior to the Incentive Travel & Meeting Executives trade show. These events, which usually include presentations on Thai suppliers, panel discussions and informal networking, have been "quite successful" for getting the destination on planners' short lists, Cortez said.

Thai Airways, like many Asian carriers, continues to offer special services to groups, including transfers to five-star hotels on elephants, candlelight dinners among ancient ruins, and "Royal Orchid Holidays," all-inclusive packages for pre- and post-meeting travel. Other carriers act much like the region's visitors bureaus, offering referrals to meeting venues, hotels and local operators. ■

# Incentives Head East

By Judi Coltman

**T**ravel incentives are a longstanding tool for building and strengthening business. With incentive trips, companies can motivate employees with a multitude of cultural experiences, either near or far, domestic or international.

The Pacific Rim, with its diverse culture and expansiveness, is ripe for island incentives. The Rim includes hundreds of islands, such as Tahiti, Fiji, Singapore and New Zealand.

Expanding Horizons, Santa Ana, Calif., specializes in this region. "The vast resources of the Pacific Rim area allow itineraries to be built around any company's desires," says Alison McNeice, vice president of incentives.

What does the Pacific Rim have to offer? Both adventure and leisure, from beaches to mountains to caves.

Tahiti is a beach lover's paradise. Papeete, the capitol city, makes an excellent base for a fully rounded Tahitian trip. Populated mostly by French Polynesians, the city offers charming shops, restaurants and a picturesque waterfront.

While Papeete provides a bustling city atmosphere, the Tahitian islands of Moorea, Bora Bora, Rangiroa and Manihi offer uniquely different experiences.

Moorea and Bora Bora are renowned for their white beaches, crystal water, live coral formations and vibrant sea life, all contributing to an outstanding snorkeling experience. Sandy little islets called "motus," which are scattered along the outer reef, yield unequaled beachcombing finds.

The island of Rangiroa is the second largest Tahitian island. Its 400-square-mile lagoon offers superior guided or self-planned dives. Thrill seekers will thrive on a shark feeding expedition.

The tiny island of Manihi, with a mere 300 inhabitants, offers a quieter escape. Here, visitors can see how rare and priceless black pearls are cultivated on the Manihi pearl farm.

Fiji, yet another Rim island, is actually comprised of 300 small islands with varying terrains. The two largest islands, Vitilevu and Vanvavevu, house the greater Fijian population. These South Pacific islands have changed little since discovery, with many people still living in huts.

For a fascinating adventure, take a trip to New Zealand. The city of Auckland, in the northern region, offers museums and shops. But a trip to Mount Eden,

an extinct volcano peak, offers a panoramic view of the city, its two harbors and an up-close look at the natural carvings created by ancient lava flows.

In the city of Waitomo, underground caverns are ready for exploration. A short boat ride on the underground river offers a rare glimpse of the famous blue glow worms. Millions of the tiny blue worms light up the cave with an eerie electric blue light.

The southern portion of New Zealand offers the breathtaking terrain of Mount Cook National Park, with its reflecting lakes and turbulent rivers. Weather permitting, "flightseeing" tours fly over the vast glaciers.

The Pacific Rim also has another pearl: Singapore. Situated

at the tip of the Malaysian Peninsula, Singapore has been influenced by many different cultures that blend into an exotic mix of China, India, Malaysia and Europe. Jurong Bird Park Paradise is one point of interest. With the world's largest walk-in aviary, the park contains over 3,000 exotic birds in one location.

These island incentives offer a rare blend of relaxation, natural beauty and adventure—incentive enough to plan a visit to the Pacific Rim. ■



**National  
Travelers  
Selects Singapore  
For First  
Asian Incentive**

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**T**he first time Don Schmidt, manager, sales promotion, National Travelers Life Company, planned an incentive program to Singapore, he turned immediately to the Singapore Tourist Promotion Board for help.

"I gave Adriaan Arends [conventions and incentive travel manager] the profile of our group, who we are, our budget, and what we wanted to accomplish, and he came up with excellent recommendations for us," says Schmidt. "He really helped me get my footing in dealing with the Orient as a destination for the first time."

In addition to helping Schmidt choose an airline, hotel, and DMC, Arends supplied him with general information about the way things are done in Asia. "They told us what we could take in, what not to bring, things to be aware of from the attendees' standpoint, information about customs, and gave us a feel for what it would be like in Singapore," says Schmidt.

Arends also helped Schmidt determine the itinerary.

"He gave us information on what other companies had already done," Schmidt says. "He even laid out a program for what we could do every day. We didn't pick up his exact program, but it certainly laid the groundwork."

Because this was the group's first time in Asia, Schmidt was particularly concerned about pre-trip promotion. "We wanted to announce Singapore with a party the year before at our incentive in Bermuda, but the hotel there obviously doesn't get many requests for Singapore theme parties and didn't have the right props," he recalls.

The Singapore bureau came through for Schmidt, arranging for lion dancers, a fortune teller, and a full-fledged trishaw to come to Bermuda for the party.

"They even helped the hotel in Bermuda plan the menu," says Schmidt. "I wouldn't have known where to start without their help."

INTERNATIONAL  
TRAVEL NEWS  
Sacramento, CA

MONTHLY

34.459

SEP 1995

LUCE

PRESS CLIPPINGS

\*20400

## Notes on Singapore

We were in Hong Kong, Singapore and Kuala Lumpur, Nov. 11-21, '94. Here are some notes on visiting Singapore.

Arrival in Singapore is always a surprise. The airport terminal is spotless and filled with planters of greenery and orchids. The highway into town is lined with palm trees, greenery and beautiful flowers and grass.

The island is about 50 miles from

the equator and you feel the heat, which is modified somewhat by the surrounding sea.

It was a joy to feel secure night and day everywhere we went.

Again, we were delighted with our **Shangri-La Hotel**, which had just completed a 3-year, multimillion dollar refurbishing. The hotel has guided tours for its beautiful gardens with waterfalls and pools pulsating with fish.

One of our dinners was in the *Waterfall Café*, which is open on three sides and cooled by a real waterfall and breezes that are pleasant in the evening. The dinner of shrimp, huge tender steaks and homemade ice cream charmed all of us.

The hotel runs courtesy vans to specified points along Orchard Road with its upscale shops. Courtesy vans also took us over a new bridge to Sentosa Island and a new resort-style **Shangri-La Hotel**.

From there we could walk to the entrance of the monorail train, which took us on a spectacular ride around Sentosa for an opportunity to see the international harbor with 600+ ships loading and unloading containers to and from points all over the world.

The van picked us up at specific times to return to our hotel. All of this — the train ride and sightseeing on the island — cost only \$5.

In November and December the stores of Singapore are decorated outside and inside with elegant Christmas decorations. The competition is

The "Whampoa" is basically a built Hom District, Kowloon. — Photo Par

fierce to win a coveted prize. The guide told us the C.K. Tang Department Store would probably spend \$500,000 for its decorations at Christmas! Some of these decorations are Christian-inspired, though Singapore is mainly Muslim oriented.

Another must-see attraction in Singapore is the **Raffles Hotel**, which has been reconstructed to its former colonial splendor. We had a delicious seafood lunch there and I thought I felt the ghosts of Somerset Maugham and Ernest Hemingway in their old haunts.

The Singapore Zoological Park is filled with 1,700 animals in their natural habitat. The Botanical Park is also spectacular.

Skip the Alkaff Mansion of the Singapore Tourist Bureau; it and its cultural show are wasted on a group of hot Americans. We have yet to see cultural shows and native dinners that measure up to the promise of them.

Bryan Tours, Inc. (Box 5221, Jackson, MS 39296-5221; 601/981-1345 or 800/647-5296), booked our hotels, sightseeing and most meals. I shall be glad to answer any readers' questions.

**Mrs. JERRY MOORE BAIER**,  
3223 Poplar Springs Dr., Meridian,  
MS 39305; 601/485-9619

Kansas City Star  
September 10, 1995  
Circ: 429,337

Indianapolis Star  
September 10, 1995  
Circ: 399,583

Trenton Times  
Sept. 10, 1995  
Circ: 95,031

Woodbridge, VA  
Potomac News  
Washington DC Met Area

Sunday

SUN 30.828

SEP 10, 1995

N5502

**LUCE**

PRESS CLIPPINGS

### New luxury hotels join Singapore's roster

Several international chains are opening hotels in Singapore this year, among them the Ritz-Carlton Hotel Co., Inter-Continental Hotels and Resorts, and Shangri-La Hotels and Resorts.

A Ritz-Carlton hotel will be the centerpiece of the quirkily spelled Millenia Singapore, a new waterfront development, along with a second hotel (which has not yet been signed up), a shopping center and two office towers. Scheduled to open in mid-January, the Ritz-Carlton, Millenia Singapore will have 532 guest rooms and 80 suites whose large windows will provide views of the skyline and Marina Bay. Rates start at \$316 a night for a double room. Reservations: (800) 241-3333.

The Hotel Inter-Continental Singapore opened in July as part of a new shopping and business complex in Bugis Junction. The 406-room hotel has four restaurants, a rooftop swimming pool, a fitness center, a 24-hour business center and conference facilities. Room rates start at about \$170 a night for two. Reservations: (800) 327-0200.

Wilkes-Barre Times Leader  
August 12, 1995  
Circ: 47,016

Connellsville Courier  
August 12, 1995  
Circ: 11,526

Wilkes-Barre, PA  
Citizens' Voice  
Scranton Met Area

Saturday

D 41,582

AUG 12, 1995

N4880

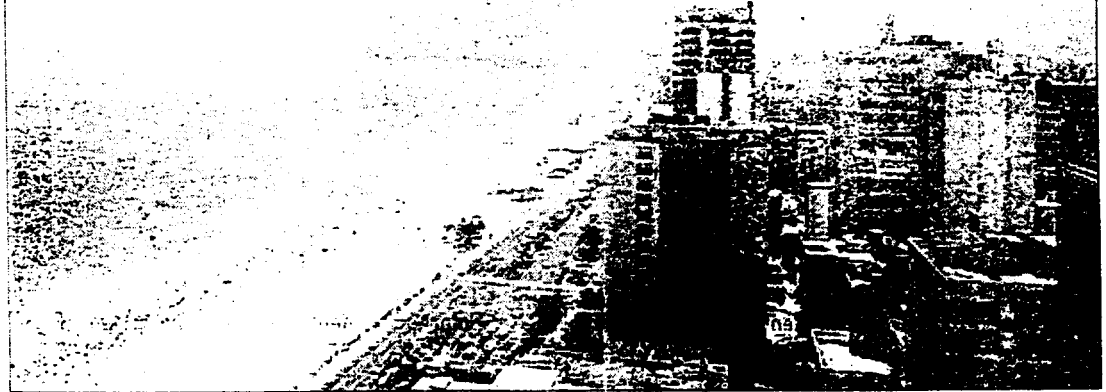
**LUCE** PRESS CLIPPINGS

**Atomic bomb exhibit  
will debut in Singapore**

SINGAPORE (AP) — A special-effects show recreating the atomic bombing of Hiroshima will open in a Singapore museum next week to mark the 50th anniversary of World War II.

Visitors to the computer-generated experience will see a blinding flash, feel a blast of hot air and sense earth-shaking vibrations designed to evoke Aug. 6, 1945, the day the bomb was dropped.

The show, opening Tuesday, will be part of an exhibition on the aftermath of the war organized by the state-run National Heritage Board, director Lim How Seng said Friday. It will run till the end of the year.



Rio de Janeiro is a good spot for courier ticket holders.

# Courier flights: Cheap travel, an experience for adventurous

By Everett Potter  
New York Times Syndicate

Courier flights are the perfect marriage of wanderlust and penny-pinching.

For a price that's typically half the going rate for economy class airfare, a courier can dash off around the globe, often with less than a day's notice, to places as far flung as Rome, Hong Kong or Rio de Janeiro.

Flying as an air courier requires only a valid passport, a credit card and a flexible schedule.

Luggage, however, is restricted.

In exchange for discounted airfare, air couriers give up their checked baggage allowance, which is used by the courier company to transport "time-sensitive" baggage such as documents, film dailies, canceled checks or pharmaceutical

supplies to their clients.

Couriers themselves never come in actual contact with that baggage. They're only required to meet a representative from the courier firm at the airport two to three hours before the flight.

Most trips are for seven-day stays, although longer stays are frequently available.

Since there's generally only one courier allowed per flight, two people traveling together will have to fly on consecutive days.

Here are some reliable sources for courier flights. All prices are for round-trip flights, and departure taxes are extra.

■ Now Voyager (74 Varick St., Suite 307, New York, N.Y. 10013; 212-431-1616) is a broker for major air-courier companies and handles courier flights from New York, Miami and occasionally, Los Angeles.

They charge a \$50 registration fee that's good for one year and require a refundable deposit of \$100 for each flight.

Among the recent offerings at Now Voyager were \$459 flights to Rome that returned through Milan, good for seven to 14 days.

Eight-day stays in Brussels, Zurich or Dublin were also \$459.

For \$399, travelers had a choice of seven days in Stockholm, Frankfurt, Madrid, Copenhagen or Paris.

Dreaming of South America? They had Rio de Janeiro and Sao Paulo for prices ranging from \$499 to \$540, depending upon length of stay.

was \$499 for trips lasting seven to 13 days.

Mexico City was \$199 for a nine-day stay, and Puerto Rico was \$259 for stays of three to 30 days.

As for Asia, there were flights to Hong Kong, Tokyo, Bangkok, Singapore, Manila, Seoul and Taipei as low as \$589, with stays from one to 30 days.

Sydney was \$1,079 from New York and \$599 from Los Angeles for trips ranging from three to 30 days.

■ Discount Travel International (169 West 81st St., New York, N.Y. 10024; 212-362-3636) is also a broker and offers courier flights from New York, as well as a select number from Miami and Chicago. There is no fee.

They were recently offering flights from New York to Beijing for \$799, a price which would drop to \$699 in the fall.

As for last-minute travel, they recently offered Mexico City for \$75 for an eight-day stay.

■ The International Association of Air Travel Couriers (P.O. Box 1349, Lake Worth, FL 33460; 407-582-8320) is a clearinghouse for all courier companies, and they claim to have over 7,000 members.

They charge a \$45 membership fee, and members book their flights directly with various courier companies or courier brokers.

Members receive the "Air Courier Bulletin," a bimonthly directory of courier companies, air fares and flight schedules; a newsletter on courier travel called "The Shoestring Traveler"; and daily updates on last-minute cour-

Newark, NJ  
Star-Ledger  
Newark Met Area

Trenton Times  
August 20, 1995  
Circ: 95,031

Sunday

SUN 375.531

AUG 20, 1995

N3832

**LUCE** PRESS CLIPPINGS

## Luxury steam train to service Malaysia

By CHRIS JOHNSON

SINGAPORE (Reuters) - A three-nation consortium said last week it was launching a luxury steam-train service between Singapore and the historic port of Malacca in western Malaysia.

The new Peninsular Line will run an exclusive 126-seat passenger train along the 280 km (175 mile) route next March, using old-fashioned imported coaches and Malaysia's last surviving steam locomotive.

Michael Hale, managing director of Specific Performance, said the \$5.3 million operation was aimed at the region's rapidly expanding tourism trade and could be a test run for a bigger network of luxury trains throughout Malaysia.

"This is a pilot project for the whole of peninsular Malaysia. Our expectation is that we will eventually run up to the Malaysian capital, Kuala Lumpur, to Butterworth and Cameron Highlands and also up to Kota Bahru," Hale told Reuters at a signing ceremony for the rail consortium.

Specific Performance is 55 percent owned by Malaysian firm Aliran Persegi, 25 percent by a leisure subsidiary of the Singapore Technologies Industrial Corporation and 20 percent by Transtrade, part of the South African state-owned transport company Transnet.

The train, with walls of highly polished mahogany and etched glass mirrors and fitted throughout with brass, will leave Singapore's Keppel Station every morning and travel the 210 km (130 miles) to Gemas Junction, south of Kuala Lumpur, with the regular diesel mail train.

At Gemas, the train will swap to a British-built 1950s steam engine for the last 70 km (45 mile) leg through the mountains to Tampin, outside Malacca. It will then return to Singapore.

A one-way ticket from Singapore to Malacca will cost Singapore \$370 (\$264) and a round-trip ticket S\$590 (\$421). An economy class one-way air ticket costs about S\$100 (\$71).

Hale said the new line would use existing Malaysian state-owned rail track but its own luxury rail coaches imported from South Africa.

He said the company had invested 3.5 million ringgit (\$1.42 million) in the project and had also received rolling stock from Transtrade worth 14 million South African rand (\$3.86 million).

"We have a three-year exclusive contract with (Malaysian state-owned railways) KTM Bhd," Hale said. "Our expectation is that we will recover our initial investment and some more within that three-year period."

Aliran Persegi co-owner Mohamed Desa Pachi expects the service to be expanded after the first six months.

Montgomery, AL  
Advertiser  
Montgomery Met Area

Thursday

0 53.093

AUG 10, 1995

Traverse City  
Record-Eagle  
August 10, 1995  
Circ: 26,012

Twin Falls Times-News  
August 10, 1995  
Circ: 22,860

N1068

**LUCE**  
PRESS CLIPPINGS

# Singaporean leader: Sacrifices paid off

By Kenneth L. Whiting  
ASSOCIATED PRESS WRITER

SINGAPORE — Singapore, the mini-state with an attitude, turned 30 on Wednesday — rich, secure and proud of its role as defender of what some call Asian authoritarianism that turned this tiny island into an economic powerhouse in a single generation.

Anniversary celebrations included a military march and air show, a laser and fireworks show, skydivers and dances by school children with giant models of molecules to show off Singapore's scientific aspirations.

Tens of thousands of red and white Singapore flags fluttered from apartment windows.

A crumbling relic of the British Empire at independence in 1965, this nation of 3 million people has prospered as a financial center, electronics maker and the world's second-busiest port.

In exchange for the highest standard of living in East Asia outside of Japan, Singapore's mix of Chinese, Malays and Indians accept a regimented society that flogs vandals and even bans the sale of chewing gum.

Lee Kuan Yew, the Cambridge-educated lawyer who led Singapore for 31 years and remains a dominant figure in government, says such sacrifices were unavoidable.

"We wouldn't be here, we would have not made economic progress, if we had not intervened on very personal matters — who your neighbor is, how you live, the noise you make, how you spit, or what language you use," he said in a 1990 speech.

His son, Deputy Prime Minister Lee Hsien Loong, affirmed last week that Singapore has no intention of following East Asian nations that have allowed strong labor unions and rough-and-tumble

politics.

If anything, Singapore is getting tougher — it might add hard-core drug abuse to the list of offenses punishable by flogging.

"If we follow the example of South Korea, Taiwan or the Philippines, in the name of democracy and universal values, we will come to grief," the younger Lee said, insisting that strong government will bring "more good years."

It was almost unimaginable that Singapore could hope for such good years, or even stability, when the 240-square-mile island off the tip of the Malay peninsula was thrust unwillingly into independence on Aug. 9, 1965.

The city-state was expelled from the Malaysian Federation by Malay leaders who were afraid that Lee Kuan Yew and other Chinese politicians would command the political scene of the united country.

Few new countries faced the future in circumstances as dismal as Singapore's. It had no industry, high unemployment, racial strife and the looming threat of invasion by neighboring Indonesia.

Lee wept with despair, and lamented publicly that his resourceless country — which imports even its drinking water from Malaysia — was "the smallest of shrimps in a sea of hungry fish."

Since then, Singapore has averaged economic growth of 8.9 percent a year, and turned its unfriendly neighbors into allies. It has \$56 billion in foreign assets, and countries from Peru to India are asking for economic advice.

That success has come at the price of individual rights, creating a society that is productive but often criticized as sterile.

Although Singapore is a democracy, it has only one major party — Lee's People's Action Party, which has been in power since independence and controls 75 seats in the 81-member Parliament.

Wilkes-Barre, PA  
Times Leader  
Scranton Met Area

Northern Virginia Daily  
August 10, 1995  
Circ: 14,645

Thursday

D 47.018

AUG 10, 1995

N4882

**LUCE** PRESS CLIPPINGS



AP PHOTO

## **Singapore celebrates**

Fireworks highlight the celebrations Wednesday for the 30th anniversary of Singapore's independence. The entertainment preceding the fireworks focused on racial harmony between Singapore's four main ethnic groups, Chinese, Malay, Indian and Eurasians.

AUG 20, 1995

N2330

**EUC**

PRESS CLIPPINGS

Requests for first-day cancellations on the block of four 32-cent stamps featuring carousel horses, issued by the U.S. Postal Service July 31, must be submitted for cancellation and postmarked by midnight tonight to meet the deadline. The address is Customer Affixed Stamps, Carousel Horses Stamps, Postmaster, Lahaska, PA 18931-9998.

Paul Calle designed the adhesives and Ashton-Potter (USA) Ltd. produced them by offset-lithography process. There are 20 stamps to a pane.

On Aug. 4, the Postal Service released a \$10.75 express mail stamp commemorating the first flight of the Spacehab Laboratory module aboard the space shuttle Endeavor. The 1993 launch marked a new era of commercial development of space.

Phil Jordan of Falls Church, Va., designed this horizontal adhesive. It features a reproduction of a NASA photograph of the Endeavor liftoff. He also created the 1995 \$3 Challenger Shuttle stamp.

Requests for first day cancellations must be submitted, before Sept. 3, to Customer Affixed Stamps, Endeavor Space Shuttle STS-57 Stamps, Postmaster, Irvine, CA 92619-9991.

I am attempting to receive stamp release information from the Postal Service on a more timely basis to accommodate collectors who service their own first day covers.

While collector requests for first day cancellations on self-serviced covers must be postmarked within 30 days, Official First Day cancellations (OFDCS) on U.S. new-issue postage stamps can be purchased from the Postal Service for 90 days after the stamp's release. For example, an OFDC for the carousel horses stamps is available for \$2.12 with the set of four stamps affixed to one cover. There is also a \$3.20 charge for postage and handling

## Bernadine Rechner

Stamp notes



for orders costing \$20 or less.

Ideas for stamp subjects can be submitted to the U.S. Postal Service Citizens' Advisory Committee, Room 5301, 475 L'Enfant Plaza West SW, Washington, DC 20260-2420.

Individuals honored on stamps must have been deceased at least 10 years before they can be considered. An exception to that rule is a deceased former U.S. president who will automatically be commemorated on a stamp within the year following death.

All subjects for consideration must be submitted in writing at least 36 months before the date the stamp should logically be issued. Any background information on the subject should also be included.

The Republic of the Marshall Islands will release a special, serially-numbered, limited-edition souvenir sheet featuring four 32-cent orchid stamps to mark the opening of Singapore World Stamp Exhibition '95 on Sept. 1. Simultaneous release will come at Majuro in the Islands and in Singapore.

Ren Yu, a Chinese artist, designed the vertical adhesives which celebrate the flowers often associated with the island of Singapore. The stamps feature the yellow *Paphiopedilum armenicum*; the orange *Masdevallia Veitchiana*; the white and yellow *Cattleya Francis T.C. Au* and a deep pink *Cattleya x guatemalensis*. Uncover produced the issue by offset-lithography process in five colors on unwatermarked, gummed paper. There are four stamps on each souvenir sheet.

Stamp Notes appears Sundays in Discovery.

The "Stamp Notes" column also appeared in:

Chicago Herald - Arlington Heights Ed.  
August 20, 1995  
Circ: 13,988

Chicago Herald - Palatine/Iverness Ed.  
August 20, 1995  
Circ: 11,059

Chicago Herald - Des Plaines/Elk Grove Village Ed.  
August 20, 1995  
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Chicago Herald - Elgin/South Elgin Ed.  
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Chicago Herald - Mt. Prospect Ed.  
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Chicago Herald - Wheaton/Glen Ellyn Ed.  
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Chicago Herald - Libertyville/Mundelein Ed.  
August 20, 1995  
Circ: 6,012

Chicago Herald - Hawthorn Woods Kildeer/Lake Zurich Ed.  
August 20, 1995  
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August 20, 1995  
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Baltimore Sun  
August 27, 1995  
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Milwaukee Journal Sentinel  
August 27, 1995  
Circ: 488,867

# Singapore claims order breeds prosperity

By **STEVE RAYMER**  
National Geographic News Service

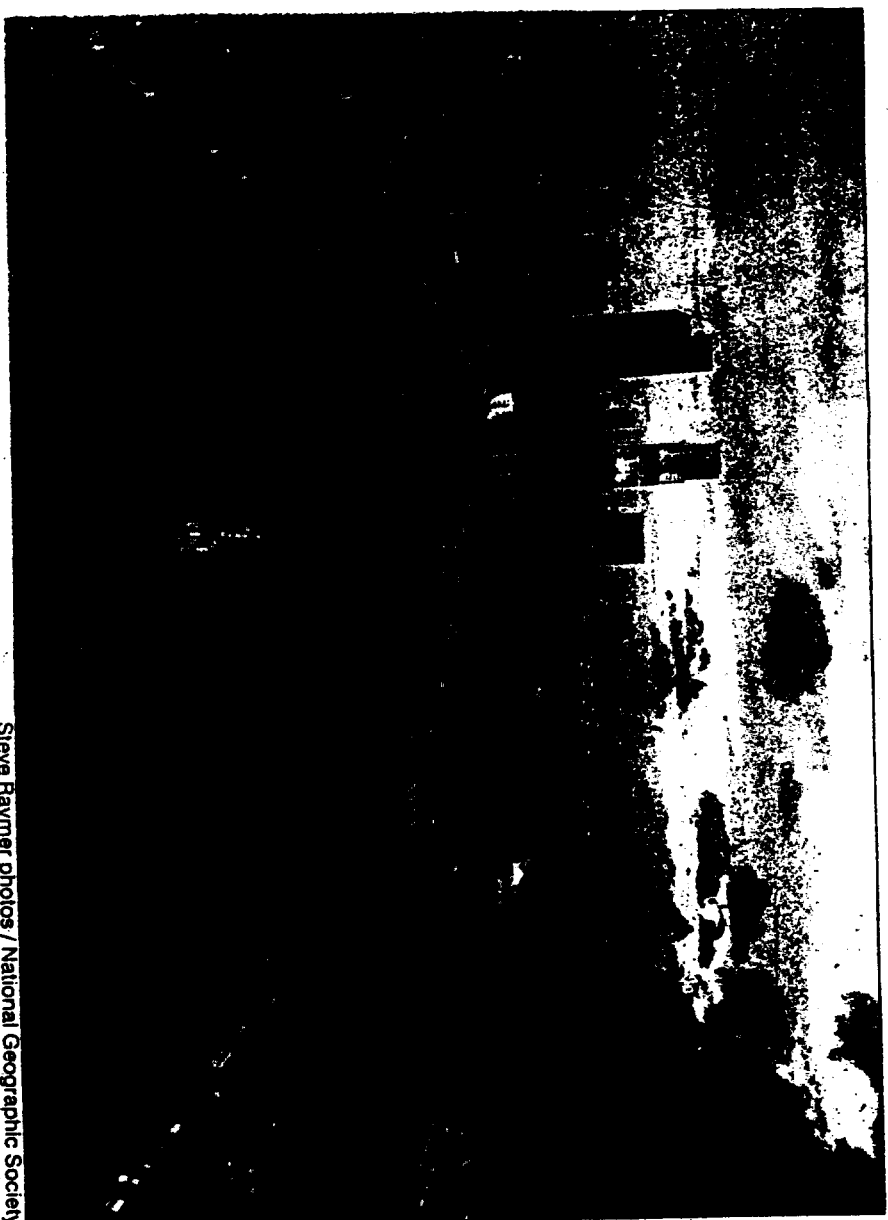
**SINGAPORE** — Just the name Singapore once evoked images of a steamy, malaria-infested port filled with opium dens, bawdyhouses and starchy British colonials sipping gin and tonic in the shade of the Cricket Club.

Today, this pristine city-state of antiseptic high-rises, marble shopping malls and hard-driving executives is widely known for its tough laws and even harsher punishments.

Singaporeans who have grown accustomed to eating burgers at the Hard Rock Cafe and shopping at such European emporiums as Gucci and Chanel say the authoritarian rule, bordering on social engineering, has brought order and prosperity.

The country's nearly 3 million citizens, of Chinese, Malay and Indian descent, are a model of harmony in a region where these ethnic groups and the gods they worship often have clashed in bloody conflict.

Singapore has laws banning everything from chewing gum to unflushed public toilets. The latest target of Singapore's penchant for restrictive lawmaking is the foul-smelling durian fruit, now illegal on subways and buses and in other public places.



Steve Raymer photos / National Geographic Society

Remote-control cameras photograph speeders, red-light runners and forgetful flushers. Lawbreakers sometimes find their pictures prominently displayed in the unambiguously pro-government newspapers.

Along with public humiliation come stiff fines: \$100 for failing to flush, about \$700 for littering one of Singapore's immaculate, flower-trimmed boulevards.

Those who can't pay spend a Sunday picking up trash under police escort in the gracious parks that give Singapore an air of civility that contrasts starkly with the disorder and environmental degradation of other Southeast Asian capitals.

## Stiff penalties

While these laws might seem trivial to most of the 6.4 million tourists who visited Singapore in 1994, immigration forms handed out on arriving airliners warn that drug traffickers face an automatic death penalty.

As Ohio teen-ager Michael Fay learned last year, even the president of the United States has little influence over Singapore's prickly bureaucracy and draconian judiciary.

IV. Accused of spray-painting cars, Fay received a whipping with a rattan cane despite a clemency plea.

**'Nowhere in Asia are these high values universally or scrupulously applied. And I question Singapore's claim that these are the only values that count in a complex world.'**

**Fred Brown, Asian specialist at Johns Hopkins University's Foreign Policy Institute**

from Bill Clinton, the chief executive of Singapore's largest trading partner.

"This is a country where crime really is against the law," goes an often-repeated refrain on this Chicago-size, 225-square-mile island on the southern tip of the Malay

Peninsula. Only a generation ago, visitors are reminded, Singapore was an impoverished British colonial backwater threatened by communist terrorism and torn by ethnic strife.

Since breaking away from a short-lived federation with Malaysia in 1965, Singapore has become one of the wealthiest places on Earth, with a living standard second only to Japan's in Asia.

## Role model

Mention the country's strict legal code, and Singaporeans, especially the Chinese majority, generally see the velvet hand of a Confucian father, not the iron fist of an authoritarian big brother.

The country's politicians frequently paint Singapore as a role model for China, Vietnam and other rapidly industrializing countries of the region, asserting that restraints on individual freedom are sometimes necessary for economic success.

Singapore's outspoken permanent secretary of foreign affairs, Kishore Mahbubani, touched off a controversy earlier this year with claims that distinctly Asian values of a Confucian system that put the good of society ahead of the individ-



ual contribute to economic growth and political stability and deter wars.

Western critics argue that Asia has as many unsettled borders, ethnic tensions and political upheavals as Eastern Europe and the former Soviet Union.

While expressing admiration for the success of the "Singapore system" in creating wealth and security on the tightly packed island, Fred Brown, an Asian specialist at Johns Hopkins University's Foreign Policy Institute in Washington, D.C., is skeptical about the exercise of Confucian standards.

"Nowhere in Asia are these high



**Above:** A white-clad musician summons the gods and the faithful to Sri Mariamman Temple, the oldest Hindu place of worship in Singapore.

**Top left:** Hub for Southeast Asian trade and finance, the island city-state of Singapore lies at the tip of the Malay Peninsula. International banks stand next to corporate headquarters in a forest of high-rises.

**Bottom left:** Revelers in Singapore's Chinatown ring in the lunar new year with parades led by imaginative dragons.

values universally or scrupulously applied," he says. "And I question Singapore's claim that these are the only values that count in a complex world."

"Our strict laws, especially against corruption, are an important economic asset," says Hock-Seng Chin, a Singapore diplomat. "Our trading partners, especially those elsewhere in Asia, know they will be treated honestly and fairly by Singaporean companies. Bribery, kickbacks and other forms of corruption are not tolerated."

That's why this year's trading scandal on the Singapore International Monetary Exchange that

bankrupted Barings, a venerable British bank, seemed all the more unlikely. Financial debacles are supposed to happen in Hong Kong or New York, not in a country where white-collar criminals can be punished as harshly as teen-age vandals.

The collapse of Barings may have momentarily stained Singapore's reputation as an efficient, fast-growing center of global finance, but it has done nothing to thwart the country's self-assurance, sometimes bordering on smugness.

## Diverse culture

Nominally democratic Singapore is a curious ethnic mix that reflects its colonial roots: 77.5 percent Chinese, 14.2 percent Malay, 7.1 percent Indian and 1.2 percent other nationalities. It is an oasis of recent immigrants surrounded by the huge Muslim populations of Malaysia and Indonesia.

Singapore's expanding economy is the envy of the region. It gallops at nearly 10 percent a year. There is a shortage of skilled labor and virtually no unemployment.

While the government requires Singaporeans to save for their retirements, it makes sure that most citizens can afford to own their own homes or apartments in suburbs that are models of integration and ethnic harmony.

To ensure order and prosperity, government-run television ads exhort Singaporeans to be patriotic, polite and punctual, to speak English or Mandarin Chinese, and to have more children.

But when it comes to laws and rule-making, nothing approaches those governing automobiles.

Bar-coded stickers allow the well-heeled to drive in the downtown "restricted zone."

To combat air pollution and traffic tie-ups, Singapore requires residents to bid for a pricey "certificate of entitlement" before they can buy an expensive car, topped by a hefty tax.

Most private cars are licensed only for weekend or evening use. Ordinary Singaporeans are encouraged to ride the gleaming and efficient buses and subways, or the cheap and plentiful taxicabs.

"We have rules about everything," says a wary Singapore businessman. "Our rules make business fast and efficient. But if it's democracy you want, you have to turn on CNN and watch the American journalists beat up on Bill Clinton or the U.S. Congress."

New York Times Special Features

SEP 10, 1995

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# Study sees no airfare wars, higher trip costs



Joel Sleed  
Going Places

Following are some common-place goods along with the international cities in which you can expect to pay the most and the least for them. (The list represents average prices in U.S. dollars, including sales taxes.)

● Aspirin (brand name, 100 count): Tokyo, \$36.57; Rome, \$17.73; Frankfurt, \$14.41; Mexico City, \$1.78; Caracas, \$3.09; Toronto, \$5.04.

● Alka Seltzer (36 count): Frankfurt, \$12.33; Singapore, \$7.54; Sydney, \$7.46; Caracas, \$2.62; Mexico City, \$3.16; Toronto, \$3.20.

● Cigarettes (carton): London, \$36.56; Stockholm, \$33.51; Frankfurt, \$33.26; Caracas, \$6.27; Mexico City, \$12.13; Sao Paulo, \$12.51.

● Camera film (24 exposures): Tokyo, \$7.08; Stockholm, \$6.35; London, \$5.47; Hong Kong, \$2.59; Singapore, \$3.04; Sydney, \$3.60.

● Blow dryer: Tokyo, \$63.71; Sao Paulo, \$56.89; Madrid, \$48.70; Toronto, \$14.33; Caracas, \$18.84; London, \$25.24.

● Lipstick: Tokyo, \$29.91; Sao Paulo, \$26.11; Sydney, \$14.14; Frankfurt, \$4.32; Toronto, \$4.98; Caracas, \$5.25.

● Pantyhose: Frankfurt, \$14.27; Tokyo, \$7.19; Sydney, \$6.82; London, \$2.37; Toronto, \$2.48; Caracas, \$3.18.

● Razor blades (package of five): Sao Paulo, \$8.73; Tokyo, \$7.92; Frankfurt, \$4.63; Mexico City, \$2.68; Rome, \$3.25; Sydney, \$3.29.

● Tennis balls (1 can): Stockholm, \$9.52; London, \$8.50; Frankfurt, \$7.50; Toronto, \$3.12; Hong Kong, \$4.11; Singapore, \$4.45.

The high/low trend continues in the service category:

● Man's haircut: Tokyo, \$42.88; Rome, \$26.23; London, \$25.23; Caracas, \$6.18; Toronto, \$12.41; Mexico City, \$12.50.

● Woman's cut and blow-dry: Tokyo, \$64.82; London, \$37.09; Paris, \$36.47; Caracas, \$17.42; Toronto, \$21.32; Singapore, \$22.11.

● Taxi, airport to downtown (rates based on assumption taxi will travel 9.33 miles): Tokyo, \$39.86; Frankfurt, \$21.58; London, \$19.12; Mexico City, \$1.68; Caracas, \$3.08; Sao Paulo, \$3.16.

And while the prices for most goods and services were pretty consistent for each city, there were some surprises.

For instance, while a 23-ounce bottle of sparkling water can be had for 39 cents in Rome and 53 cents in Paris, it costs \$1.72 in usually budget-friendly Caracas, only surpassed by Sao Paulo (\$3.15) and Tokyo (\$3.33).

Traverse City  
Record-Eagle  
August 8, 1995  
Circ: 26,012



**WILLIAM SAFIRE**  
SYNDICATED COLUMNIST

## Event honors repression in Singapore

WASHINGTON — At a convocation this fall, Williams College in Massachusetts will confer full academic honors on its alumnus Goh Chok Tong, Prime Minister of Singapore.

In that dictatorship (where chewing gum gets you a \$1,000 fine and sharing a marijuana cigarette invites the death penalty) students are prohibited from waving political banners.

"If you allow students to do so," Goh has said, "then workers will begin to do so over the slightest grievance, and if you have several such demonstrations, right away the impression is created the government is not in control of the situation — that the place may become unstable, and that will have an impact on foreign investors."

Some Williams faculty, sensitive to what philosophy professor Sam Fleischacker calls, "the irony of offering the leader of the world's foremost opponent of academic freedom an academic honor," protested to the college's president, Harry C. Payne.

Payne replied that Goh — who seized a 3-year-old invitation — "embodies the mission and hope" of Singapore, adding lamely "the tendering of a degree is not intended to honor every aspect of a person, a government or a set of ideas."

"The event will be used as a powerful symbolic tool in Singapore," responded Fleischacker, "to show that no matter how flagrantly Singapore's government violates basic political rights, its success will still win it acceptance and indeed honor with the Western nations. Williams' action will help vindicate the International Herald Tribune's regular caving-in to Singapore's judicial blackmail..."

Now there's a comment that tromps on journalism's tenderest corns. When an American academic, Christopher Lingle, dared to suggest in an International Herald Tribune article that "dynastic politics" played a part in governing some Asian nations, Singapore's dictator, Lee Kuan Yew, assumed that the shoe fit him. He brought a libel suit before his hand-picked judges to humiliate the American newspaper.

On the advice of local counsel all too cozy with the ruling party, The Trib apologized. This only whetted the appetite of the dictator and his front man, Goh, who is warming the prime minister's seat until Lee's son, the dauphin, can take over.

In a Singapore courtroom two weeks ago, Goh denied being "a stooge for Prime Minister Lee" but then let the cat out of the dynastic bag: Such press criticism, said Goh, "simply destroys what we have set out to do, and that is to have a smooth transfer of power to the next generation."

Dictator Lee's testimony, though sometimes Queeg-like in his fear of criticism, was shrewder than his front man's. The dictator tried to drive a wedge between The Trib's owners: "There are two parties in The IHT; one is The Washington Post and the other is The New York Times. My relations with The Washington Post have always been more equable. They are less of aggressive crusaders against me ... so there are two parts to this and one is The New York Times (that) William Safire is on."

Thanks, but The Post is not the pushover the dictator suggests. Nor did Dow Jones, when its Far East Economic Review was "bleeding" because of Lee's advertising and circulation restrictions, fire an editor to placate the regime, as Lee intimated. (The dictator concluded by praising The Trib's counsel, "who knows me very well," and who did not presume to cross-examine.)

Despite oleaginous pretensions about a new Asian culture that transcends human rights, Lee, Goh and the dauphin represent old fashioned European totalitarianism.

Should Williams College rescind its invitation, as "No Goh" faculty urge? Quite the contrary; let's hear his anti-freedom pitch.

# Singapore: prosperity and political silence

By HENRY KAMM

N.Y. Times News Service

SINGAPORE — Singapore's astonishing economic boom is reflected in a cityscape that has been totally transformed in three decades of independence.

What was a typical Asian port city, with stately buildings of colonial rule set apart from warrens of squalid quarters for most people, has been turned into a downtown devoted entirely to banking and business, dominated by skyscrapers and surrounded by vast, tidy blocks of public housing set among well-tended parks, ringed by superhighways.

But despite its expensive modernity, Singapore has much of the political and intellectual atmosphere of a dull Eastern European capital under communism.

In conversations in offices, at the National University, in hotel lobbies and even at the Island Country Club, once the sanctum of the white upper class and now the playground of Singaporeans who have made it, voices often drop to a whisper.

Chief executives who exude confidence ask that a reporter not print their names. People who are critical of the rule of Senior Minister Lee Kuan Yew assume that their telephones are tapped and that the security police are watching them.

Lee, the former prime minister, is still the dominating force here. In an interview, he made it clear that despite years of stability and prosperity, there was no intention of lifting the curbs on democracy that he put in place when Singapore, a city dominated by ethnic Chinese, felt threatened by the Malay states of Malaysia and Indonesia that surround it and the appeal of communist China.

"Do we need the kind of free-for-all libertarianism that we see in America?" Lee said. He blamed the American press for a "systematic assault" on the presidency and Congress, and accused the British press of "demolishing" the monarchy, Parliament, the courts and the Church of England.

In Singapore, he declared, "nobody is prevented from expressing his views, forming his political party." Moreover, he said, the ethnic Chinese, who make up 78 percent of the population, do not want a loosening of the reins.

"To this day, the majority of Chinese-Singaporeans do not want to be actively involved in political parties," he said. "It's not in their culture. What they want is to have somebody governing them well and producing things that they want."

"Given that set of circumstances, we have worked out, as best we could, something which will make

the place work, namely, keep recruiting into politics and into office honest, able men with a commitment to do more than just good for themselves and their families."

Lee's People's Action Party dominates politics, curtails freedom of expression — often through political application of severe laws against defamation — and allows only a largely one-sided, one-party press. The gallows and the cane are merciless attendants of a rigorous judicial system.

"We are not punishing because we are sadists," Lee said of caning, a practice that drew widespread attention last year when an American, Michael Fay, was caned for vandalism.

"It gives us no pleasure, but it's the only practical punishment that works," Lee said, adding, "but unfortunately not as effectively as whipping would do."

The Home Affairs Ministry said an average of 1,000 people were caned every year. Hanging is less common: 76 people were hanged last year; more than 50 have been hanged so far this year.

Despite the government's rigid control, political opponents and diplomats from countries that have close ties with Singapore say the People's Action Party's hold on the population, once almost total, is slipping. They say the party is running scared before elections, which must be held by next August.

The party, known here as the PAP, holds 77 of 81 elected seats in parliament (there are also six appointed members). But the party achieved this overwhelming majority with only 59 percent of the vote in 1991, and with 41 contests in which it faced no opposition. Diplomats have calculated that for the 40 contested seats, the party received little more than 50 percent of the ballots.

Diplomats and Singaporean critics of the government say the harsh treatment of the leader of the small Singapore Democratic Party, Chee Soon Juan, resulted from a determination to discourage opposition in the coming election.

Chee ran in a 1992 by-election against Prime Minister Goh Chok Tong and lost.

He was then dismissed as a lecturer at National University after his department chairman, a member of parliament for the governing party, charged that he had misused about \$130 of university funds to ship his wife's doctoral thesis to Pennsylvania State University.

When Chee said the charge had been fabricated for political reasons, he was sued for defamation by the department chairman, the dean of the faculty and the department accountant.

AUG 14, 1995

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## Some raise a stink on durians

By MARCUS ELIASON  
Associated Press

HONG KONG (AP) — Ask an Old Asia Hand about the durio zibethinus and you're likely to get a less than scientific answer: You don't want to know.

Others, however, are willing to face the issue directly: It's like eating ice cream in an outhouse.

The delectable Southeast Asian fruit has a problem — a pungent odor that offends many people. Most airlines won't allow it on board. Singapore, so orderly that it bans chewing gum, bars durians from its subway stations and trains.

But durians may be poised to win wider appeal, thanks to John Hoe and the miracle of vacuum-packaging.

His plastic-wrapping technique, similar to that used to package fruits and vegetables in supermarkets in the United States and elsewhere, preserves the durian's sweetness while sealing in the pulp's potent smell. That could make it more palatable to shoppers.

The big green fruit, with spiky rind, is mostly sold in Asian street markets, but it occasionally can be found at fruit shops in the United States, Canada and Europe.

Hoe has elevated the durian from the street markets to trendy Clarke Quay, a Singapore shopping area where his Four Seasons restaurant serves up all sorts of durian-based delicacies: durian cake, durian ice cream, durian tarts, durian pancakes.

"Just last week I did a new thing to a durian: durian custard puff. This is my latest innovation," he said.

Hoe, a 55-year-old Chinese Singaporean with a gentle manner and elegant hand gestures, is known as the "king of durians."

He cheerfully acknowledges



These Asian fruits are delicious, but smelly. (AP photo)

they're an obsession.

"I'm thinking all the time what I can do with durians," he said.

Hoe maintains that the smell issue is relative, like garlic or limburger cheese.

Walking into Hoe's place, one catches a strong whiff of something like animal droppings, but because of the air conditioning, it doesn't linger in the nostrils.

A couple of Americans were in the restaurant the other day, feasting on durians, he said.

However, they told him they also liked the smell of skunk. Hoe didn't seem to know quite what to make of that.

Green and football-sized, the durian grows on tall trees and weighs anywhere from 3 to 30 pounds. A good specimen usually costs the equivalent of about \$2.50.

It has long been a favored fruit in Singapore, Malaysia, Thailand and Indonesia.

"But we brought it to new heights in the sense that we package the fruit and offer a place

where you can sit in decency and comfort, instead of eating it outdoors, by the drain," Hoe said.

Last year, 30-year-old Choi Choi, a tourist from Hong Kong and a longtime durian-lover, happened on Hoe's restaurant and had an epiphany.

"I thought, this is wonderful! Why can't I have this in Hong Kong? Why do I always have to be cheated by street hawkers? They sell you poor-quality durians and pretend they're good," she said.

She bought the rights to Hoe's packaging system, and in May she opened Durian House in Sheung Shui, in northern Hong Kong.

She said she chose an outlying location because of the cheaper rent, and because a durian restaurant in the densely populated center might have alarmed the neighbors.

But it was also a strategic choice. Sheung Shui is near the Chinese border, and Mrs. Choi, like many a Hong Kong entrepreneur, is thinking of those 1.2 billion potential

customers next door.

Hoe says he strongly supports Mrs. Choi's endeavor, but isn't interested in expanding into China or in building a durian restaurant empire.

"I'm a very contented man. I don't want any pressure or stress," he said.

"There are people who want me to open shops in Shanghai, in Taiwan. But I don't want to."

In the storeroom of Durian House, Mrs. Choi displayed a raw, unpackaged durian. It had the feel and heft of a very big pineapple and a mild smell that Mrs. Choi said reminded her of cat droppings.

She hacked through its tough peel to reveal two creamy-colored pieces of fruit, which is sealed in plastic wrap until needed.

"Durians have an unfair reputation," she said. "My husband, for instance, he can stand the taste, but not the smell. It's easier to introduce durians to children. Adults are prejudiced."

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PRESS CLIPPINGS

## Singapore's Changi posts record numbers

Flights into Changi Airport rose again in 1994, according to the Singapore Tourist Promotion Board figures. Its latest monthly report shows a total of 60 passenger airlines were operating a total of 1,356 flights a week into Changi at Jan. 1, 1995. This was an increase of 88 flights, or 6.9%, from Jan. 1, 1994.

In the same period, total weekly seating capacity grew 9.8% to 336,959 seats.

Two airlines resumed flights to Singapore in 1994. Balkans Bulgarian Airlines restarted in January after suspending its services in October of 1993. Lauda Air resumed flights in November 1994, after suspending them in October 1990.

Among major carriers, EVA Airways registered the most impressive growth in 1994, raising weekly flights from 27 to 35 and seat capacity 19.4% to 7,926.

The number of flights originating from Northeast Asia rose 12.6% to 242 a week in 1994, mainly because of a 22.2 % in-

crease in flights from Japan from 63 to 77 a week, after the opening of Kansai Airport.

The Northeast Asian region's share of total inbound flights grew from 17% to 17.9%.

The share of the Southeast Asian region - traditionally the area from which most inbound flights originate - slipped one percentage point to 53.4%, although the total number of flights grew 4.9% to 724.

Of this total, Asian countries accounted for 682 flights, or 94.2% of those from the region.

Flights from Oceania increased from 109 to 115, with Australia contributing eight more to reach a weekly total of 98.

Outside the region, 119 flights a week were from Europe, of which 110, or 92.4%, were from Western Europe.

The number of weekly flights from North America grew by eight to 59, with the US recording an increase from 48 to 56 flights. (Business Times, Singapore)

SEP 10, 1995

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**LUCE** PRESS CLIPPINGS

# U.S., Singapore still leading competitors

■ A rising standard of living outside the U.S. helped make it more competitive

GENEVA (AP) — For a second year in a row, the United States is the world's most competitive nation, according to a survey released last week that ranked 48 economies.

Singapore remained second, but Japan sank from third to fourth place, dropping below Hong Kong.

Japan had been the world leader for nine years before falling to No. 3 a year ago. The report cited Japan's troubled economy and a decline in business confidence.

Switzerland was ranked fifth, followed by Germany, the Netherlands, New Zealand, Denmark and No. 10 Norway.

The annual rankings began in 1980 and are compiled by the World Economic Forum, an international organization of business leaders, politicians and academics based in Geneva, and the Institute for Management Development in Lausanne, Switzerland.

The 796-page survey assesses economies for their competitiveness, which it defines as the ability to generate wealth in international markets.

The U.S. performance was the

result of government programs of deregulation and privatization, leadership in new technology and strict control on labor costs, said Stephane Garelli, professor at the institute.

But Garelli told The Associated Press that structural changes in the U.S. economy have reduced the purchasing power of the middle class. He cited the growth of lower-paying jobs in the service sector.

"Whether this model can be exported to other parts of the world such as Europe, will remain one of the central economic and political debates for the rest of the decade," he said.

A rising standard of living outside the United States and a declining dollar also helped make the U.S. more competitive in world markets.

Garelli said that nine years ago, U.S. wages were roughly 35 percent more expensive than Germany, while in 1994 U.S. labor cost an average of \$2.20 an hour less than in Europe.

Singapore scored well despite its lack of natural resources because of a highly-skilled work force and pro-trade government policies, Garelli said. It topped the executive opinion survey showing strong self confidence.

This year the report included Russia, China, Egypt, Israel and Jordan for the first time.

| World competitiveness                                                      |              |
|----------------------------------------------------------------------------|--------------|
| Ranking each nation's ability to generate wealth in international markets. |              |
| 1                                                                          | U.S.A.       |
| 2                                                                          | Singapore    |
| 3                                                                          | Hong Kong    |
| 4                                                                          | Japan        |
| 5                                                                          | Switzerland  |
| 6                                                                          | Germany      |
| 7                                                                          | Netherlands  |
| 8                                                                          | New Zealand  |
| 9                                                                          | Denmark      |
| 10                                                                         | Norway       |
| 11                                                                         | Taiwan       |
| 12                                                                         | Canada       |
| 13                                                                         | Austria      |
| 14                                                                         | Australia    |
| 15                                                                         | Sweden       |
| 16                                                                         | Finland      |
| 17                                                                         | France       |
| 18                                                                         | U.K.         |
| 19                                                                         | Belgium      |
| 20                                                                         | Chile        |
| 21                                                                         | Israel       |
| 22                                                                         | Ireland      |
| 23                                                                         | South Korea  |
| 24                                                                         | Korea        |
| 25                                                                         | Thailand     |
| 26                                                                         | Spain        |
| 27                                                                         | Portugal     |
| 28                                                                         | Italy        |
| 29                                                                         | Japan        |
| 30                                                                         | Peru         |
| 31                                                                         | China        |
| 32                                                                         | Colombia     |
| 33                                                                         | Czech Rep.   |
| 34                                                                         | Turkey       |
| 35                                                                         | South Africa |
| 36                                                                         | Mexico       |
| 37                                                                         | Hungary      |
| 38                                                                         | Russia       |

Source: World Economic Forum

AP

9/26/95

SINGAPORE TOURIST PROMOTION  
SUMMARY OF LISTINGS

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|---------------------------|------------------|----------------------|-----------------------|
| CONVENTION & MEETING NEWS |                  |                      |                       |
| EASTERN NEWSPAPERS        | 1                | 57,995               | \$165                 |
| MAGAZINES                 | 1                | 3,500                | \$39                  |
| TRADE PUBLICATIONS        | 3                | 183,493              | \$5,671               |
| CATEGORY TOTALS:          | 5                | 244,988              | \$5,875               |
| GENERAL TOURISM           |                  |                      |                       |
| EASTERN NEWSPAPERS        | 34               | 5,078,752            | \$31,486              |
| CENTRAL NEWSPAPERS        | 51               | 2,034,286            | \$29,222              |
| MAGAZINES                 | 2                | 5,632                | \$106                 |
| TRADE PUBLICATIONS        | 4                | 132,190              | \$8,742               |
| PUERTO RICO               | 1                | 38,220               | \$224                 |
| CATEGORY TOTALS:          | 92               | 7,289,080            | \$69,780              |
| GRAND TOTALS:             | 97               | 7,534,068            | \$75,655              |

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CONVENTION & MEETING NEWS

EASTERN NEWSPAPERS

| CLIP<br>DATE                | PUBLICATION                          | COLUMN<br>INCHES | CIRCULATION   | EQUIVALENT<br>AD COST |
|-----------------------------|--------------------------------------|------------------|---------------|-----------------------|
| 8/06/95                     | WHITE PLAINS, NY., REPORTER DISPATCH | 4                | 57,995        | \$165                 |
| TOTALS FOR THIS SUBCATEGORY |                                      | <u>4</u>         | <u>57,995</u> | <u>\$165</u>          |

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CONVENTION & MEETING NEWS

MAGAZINES

| CLIP<br>DATE                | PUBLICATION                 | COLUMN<br>INCHES | CIRCULATION  | EQUIVALENT<br>AD COST |
|-----------------------------|-----------------------------|------------------|--------------|-----------------------|
| 8/15/95                     | SOFTWARE MANUFACTURING NEWS | 2                | 3,500        | \$39                  |
| TOTALS FOR THIS SUBCATEGORY |                             | <u>2</u>         | <u>3,500</u> | <u>\$39</u>           |

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## CONVENTION &amp; MEETING NEWS

## TRADE PUBLICATIONS

| CLIP<br>DATE                         | PUBLICATION                     | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|--------------------------------------|---------------------------------|------------------|-------------|-----------------------|
| 8/01/95                              | CORPORATE MEETINGS & INCENTIVES | 10               | 41,489      | \$2,054               |
| 8/14/95                              | MEETING NEWS                    | 1                | 80,788      | \$170                 |
| 9/04/95                              | BUSINESS TRAVEL NEWS            | 23               | 61,216      | \$3,447               |
| TOTALS FOR THIS SUBCATEGORY          |                                 | 34               | 183,493     | \$5,671               |
| TOTALS FOR CONVENTION & MEETING NEWS |                                 | 40               | 244,988     | \$5,875               |

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## GENERAL TOURISM

## EASTERN NEWSPAPERS

| CLIP<br>DATE | PUBLICATION                             | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|--------------|-----------------------------------------|------------------|-------------|-----------------------|
| 8/10/95      | STRASBURG, VA., NORTHERN VIRGINIA DAILY | 33               | 14,645      | \$323                 |
| 8/10/95      | WILKES-BARRE, PA., TIMES LEADER         | 8                | 47,016      | \$242                 |
| 8/12/95      | CONNELLSVILLE, PA., COURIER             | 6                | 11,526      | \$85                  |
| 8/12/95      | WILKES-BARRE, PA., CITIZENS' VOICE      | 4                | 41,582      | \$54                  |
| 8/12/95      | WILKES-BARRE, PA., TIMES LEADER         | 4                | 47,016      | \$121                 |
| 8/13/95      | MAMARONECK, NY., TIMES                  | 22               | 5,572       | \$201                 |
| 8/13/95      | MT. VERNON, NY., ARGUS                  | 22               | 8,741       | \$287                 |
| 8/13/95      | NEW ROCHELLE, NY., STANDARD STAR        | 22               | 11,612      | \$368                 |
| 8/13/95      | OSSINING, NY., CITIZEN REGISTER         | 22               | 7,466       | \$213                 |
| 8/13/95      | OSSINING, NY., CITIZEN REGISTER         | 22               | 7,466       | \$213                 |
| 8/13/95      | PEEKSKILL, NY., STAR                    | 22               | 8,664       | \$213                 |
| 8/13/95      | PORT CHESTER, NY., ITEM                 | 22               | 10,060      | \$304                 |
| 8/13/95      | TARRYTOWN, NY., NEWS                    | 22               | 4,300       | \$150                 |
| 8/13/95      | WHITE PLAINS, NY., PUTNAM REPORTER      | 22               | 13,457      | \$268                 |
| 8/13/95      | WHITE PLAINS, NY., REPORTER DISPATCH    | 22               | 57,995      | \$911                 |
| 8/14/95      | INDIANA, PA., GAZETTE                   | 22               | 18,486      | \$389                 |
| 8/17/95      | SHAMOKIN, PA., NEWS ITEM                | 32               | 13,361      | \$362                 |
| 8/20/95      | NEWARK, NJ., STAR LEDGER                | 12               | 675,531     | \$2,519               |
| 8/20/95      | STROUDSBURG, PA., POCONO RECORD         | 1                | 26,605      | \$12                  |
| 8/20/95      | TRENTON, NJ., TIMES                     | 12               | 95,031      | \$518                 |

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## GENERAL TOURISM

## EASTERN NEWSPAPERS

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| CLIP<br>DATE                | PUBLICATION                           | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|---------------------------------------|------------------|-------------|-----------------------|
| 8/25/95                     | PHILADELPHIA, PA., INQUIRER           | 2                | 470,693     | \$569                 |
| 8/26/95                     | LEBANON, PA., NEWS                    | 2                | 23,304      | \$29                  |
| 8/26/95                     | LEWISTOWN, PA., SENTINEL              | 12               | 12,932      | \$138                 |
| 8/26/95                     | SCRANTON, PA., TIMES                  | 3                | 42,226      | \$86                  |
| 8/26/95                     | WILLIAMSPORT, PA., SUN GAZETTE        | 17               | 33,575      | \$429                 |
| 8/27/95                     | BALTIMORE, MD., SUN                   | 70               | 491,572     | \$13,249              |
| 8/27/95                     | DOYLESTOWN, PA., INTELLIGENCER        | 30               | 50,309      | \$635                 |
| 8/27/95                     | DOYLESTOWN, PA., RECORD               | 30               | 50,309      | \$581                 |
| 8/27/95                     | DOYLESTOWN, PA., RECORD               | 12               | 50,309      | \$232                 |
| 8/27/95                     | LEVITTOWN-BRISTOL, PA., COURIER TIMES | 30               | 77,046      | \$862                 |
| 8/28/95                     | LEVITTOWN-BRISTOL, PA., COURIER TIMES | 5                | 69,087      | \$143                 |
| 8/29/95                     | PHILADELPHIA, PA., INQUIRER           | 4                | 470,693     | \$1,138               |
| 9/10/95                     | NEW YORK, NY., TIMES                  | 6                | 1,770,504   | \$2,770               |
| 9/10/95                     | NEW YORK, NY., TIMES-NATIONAL         | 6                | 340,061     | \$2,872               |
| TOTALS FOR THIS SUBCATEGORY |                                       | 583              | 5,078,752   | \$31,486              |

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## GENERAL TOURISM

## CENTRAL NEWSPAPERS

| CLIP<br>DATE | PUBLICATION                              | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|--------------|------------------------------------------|------------------|-------------|-----------------------|
| 8/08/95      | TRAVERSE CITY, MI., RECORD EAGLE         | 20               | 26,012      | \$359                 |
| 8/10/95      | MONTGOMERY, AL., ADVERTISER              | 16               | 53,093      | \$899                 |
| 8/10/95      | TRAVERSE CITY, MI., RECORD EAGLE         | 24               | 26,012      | \$431                 |
| 8/10/95      | TWIN FALLS, ID., TIMES NEWS              | 2                | 22,860      | \$29                  |
| 8/14/95      | KOKOMO, IN., TRIBUNE                     | 4                | 27,111      | \$86                  |
| 8/20/95      | CHICAGO, IL., HERALD-ALGONQUIN/LAKE      | 4                | 2,392       | \$21                  |
| 8/20/95      | CHICAGO, IL., HERALD-ARLINGTON HEIGHTS   | 4                | 13,988      | \$64                  |
| 8/20/95      | CHICAGO, IL., HERALD-BARRINGTON          | 4                | 3,034       | \$44                  |
| 8/20/95      | CHICAGO, IL., HERALD-BARTLETT/HANOVER    | 4                | 9,455       | \$32                  |
| 8/20/95      | CHICAGO, IL., HERALD-BLOOMINGDALE/ITASCA | 4                | 6,562       | \$30                  |
| 8/20/95      | CHICAGO, IL., HERALD-BUFFALO GROVE       | 4                | 8,348       | \$32                  |
| 8/20/95      | CHICAGO, IL., HERALD-CAROL STREAM        | 4                | 4,108       | \$40                  |
| 8/20/95      | CHICAGO, IL., HERALD-CARPENTERSVILLE     | 4                | 2,918       | \$21                  |
| 8/20/95      | CHICAGO, IL., HERALD-DES PLAINES         | 4                | 10,822      | \$64                  |
| 8/20/95      | CHICAGO, IL., HERALD-ELGIN/SOUTH ELGIN   | 4                | 8,801       | \$37                  |
| 8/20/95      | CHICAGO, IL., HERALD-HOFFMAN ESTATES     | 4                | 15,612      | \$47                  |
| 8/20/95      | CHICAGO, IL., HERALD-LAKE ZURICH         | 4                | 5,246       | \$37                  |
| 8/20/95      | CHICAGO, IL., HERALD-LIBERTYVILLE        | 4                | 6,012       | \$37                  |
| 8/20/95      | CHICAGO, IL., HERALD-LISLE/NAPERVILLE    | 4                | 6,450       | \$28                  |
| 8/20/95      | CHICAGO, IL., HERALD-LOMBARD/OAK BROOK   | 4                | 2,984       | \$24                  |

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## GENERAL TOURISM

## CENTRAL NEWSPAPERS

(CONT)

| CLIP<br>DATE | PUBLICATION                              | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|--------------|------------------------------------------|------------------|-------------|-----------------------|
| 8/20/95      | CHICAGO, IL., HERALD-MT. PROSPECT        | 4                | 8,525       | \$64                  |
| 8/20/95      | CHICAGO, IL., HERALD-PALATINE/INVERNESS  | 4                | 11,059      | \$44                  |
| 8/20/95      | CHICAGO, IL., HERALD-ROLLING MEADOWS     | 4                | 3,528       | \$64                  |
| 8/20/95      | CHICAGO, IL., HERALD-WARRENVILLE         | 4                | 2,761       | \$40                  |
| 8/20/95      | CHICAGO, IL., HERALD-WHEATON/GLEN ELLYN  | 4                | 6,259       | \$40                  |
| 8/26/95      | ADRIAN, MI., TELEGRAM                    | 7                | 17,312      | \$96                  |
| 8/27/95      | CHICAGO, IL., HERALD-ALGONQUIN/LAKE      | 16               | 2,392       | \$85                  |
| 8/27/95      | CHICAGO, IL., HERALD-ARLINGTON HEIGHTS   | 5                | 13,988      | \$80                  |
| 8/27/95      | CHICAGO, IL., HERALD-BARRINGTON          | 16               | 3,034       | \$176                 |
| 8/27/95      | CHICAGO, IL., HERALD-BARTLETT/HANOVER    | 16               | 9,455       | \$131                 |
| 8/27/95      | CHICAGO, IL., HERALD-BLOOMINGDALE/ITASCA | 16               | 6,562       | \$120                 |
| 8/27/95      | CHICAGO, IL., HERALD-BUFFALO GROVE       | 5                | 8,348       | \$40                  |
| 8/27/95      | CHICAGO, IL., HERALD-CAROL STREAM        | 5                | 4,108       | \$51                  |
| 8/27/95      | CHICAGO, IL., HERALD-CARPENTERSVILLE     | 5                | 2,918       | \$26                  |
| 8/27/95      | CHICAGO, IL., HERALD-DES PLAINES         | 5                | 10,822      | \$80                  |
| 8/27/95      | CHICAGO, IL., HERALD-ELGIN/SOUTH ELGIN   | 5                | 8,801       | \$46                  |
| 8/27/95      | CHICAGO, IL., HERALD-HOFFMAN ESTATES     | 5                | 15,612      | \$59                  |
| 8/27/95      | CHICAGO, IL., HERALD-LAKE ZURICH         | 16               | 52,456      | \$148                 |
| 8/27/95      | CHICAGO, IL., HERALD-LIBERTYVILLE        | 16               | 6,012       | \$148                 |
| 8/27/95      | CHICAGO, IL., HERALD-LISLE/NAPERVILLE    | 5                | 6,450       | \$35                  |

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## GENERAL TOURISM

## CENTRAL NEWSPAPERS

(CONT)

| CLIP<br>DATE                | PUBLICATION                             | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|-----------------------------------------|------------------|-------------|-----------------------|
| 8/27/95                     | CHICAGO, IL., HERALD-LOMBARD/OAK BROOK  | 5                | 2,984       | \$30                  |
| 8/27/95                     | CHICAGO, IL., HERALD-MT. PROSPECT       | 16               | 8,525       | \$256                 |
| 8/27/95                     | CHICAGO, IL., HERALD-PALATINE/INVERNESS | 16               | 11,059      | \$176                 |
| 8/27/95                     | CHICAGO, IL., HERALD-ROLLING MEADOWS    | 5                | 3,528       | \$80                  |
| 8/27/95                     | CHICAGO, IL., HERALD-WARRENVILLE        | 5                | 2,761       | \$51                  |
| 8/27/95                     | CHICAGO, IL., HERALD-WHEATON/GLEN ELLYN | 5                | 6,259       | \$51                  |
| 8/28/95                     | GRAND RAPIDS, MI., PRESS                | 18               | 147,175     | \$818                 |
| 8/28/95                     | PONTIAC, MI., OAKLAND PRESS             | 4                | 71,986      | \$170                 |
| 9/10/95                     | INDIANAPOLIS, IN., STAR                 | 7                | 399,583     | \$1,091               |
| 9/10/95                     | KANSAS CITY, MO., STAR                  | 6                | 429,337     | \$1,407               |
| 9/27/95                     | MILWAUKEE, WI., JOURNAL SENTINEL        | 99               | 488,867     | \$21,157              |
| TOTALS FOR THIS SUBCATEGORY |                                         | 475              | 2,034,286   | \$29,222              |

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## GENERAL TOURISM

## MAGAZINES

| CLIP<br>DATE                | PUBLICATION                              | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|------------------------------------------|------------------|-------------|-----------------------|
| 8/07/95                     | NORTHEAST JOURNAL OF TRANSPORTATION      | 10               | 5,632       | \$106                 |
| 3/17/95                     | UNITED PRESS INTERNATIONAL-INTERNATIONAL | 4                | N/A         | N/A                   |
| TOTALS FOR THIS SUBCATEGORY |                                          | 14               | 5,632       | \$106                 |

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## GENERAL TOURISM

## TRADE PUBLICATIONS

| CLIP<br>DATE                | PUBLICATION                     | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|---------------------------------|------------------|-------------|-----------------------|
| 8/01/95                     | UNIQUE & EXOTIC TRAVEL REPORTER | 4                | N/A         | N/A                   |
| 8/07/95                     | TRAVEL AGENT                    | 20               | 59,018      | \$7,815               |
| 9/01/95                     | INTERNATIONAL TRAVEL NEWS       | 14               | 34,489      | \$438                 |
| 9/01/95                     | TRAVEL WORLD NEWS               | 4                | 38,683      | \$489                 |
| TOTALS FOR THIS SUBCATEGORY |                                 | 42               | 132,190     | \$8,742               |

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## GENERAL TOURISM

## PUERTO RICO

| CLIP<br>DATE                | PUBLICATION         | COLUMN<br>INCHES | CIRCULATION | EQUIVALENT<br>AD COST |
|-----------------------------|---------------------|------------------|-------------|-----------------------|
| 8/10/95                     | SAN JUAN, PR., STAR | 5                | 38,220      | \$224                 |
| TOTALS FOR THIS SUBCATEGORY |                     | 5                | 38,220      | \$224                 |
| TOTALS FOR GENERAL TOURISM  |                     | 1,119            | 7,289,080   | \$69,780              |