

THE BEST IN OFFICE TYPEWRITERS

SMITH-CORONA



**LATEST MODELS!
STANDARD
OR SILENT!**

THEY HAVE EVERYTHING..... AUTOMATIC MARGIN SET, INTERCHANGEABLE PLATENS, TABULATOR, TOUCH SELECTOR, EVERYTHING!

HERE'S YOUR CHANCE TO REPLACE OLD WAR WORN MACHINES WITH THE FINEST OF MODERN TYPEWRITERS..... THE FAMOUS SMITH-CORONAS!

See us for demonstration

Erlanger & Galinger, Inc.

123 T. Pinpin Between Escolta and Dasmarinas

The "LET YOUR HAIR DOWN"

Column

Somebody sent us a copy of a letter written by an American old-timer here who had been away, to friends in the United States, from which we select the following parts:

"Among the Filipinos I find a rather frightening optimism, self-satisfaction, and rampant nationalism that are more founded on the present situation than upon awareness of how much their newfound independence and prosperity are based on American help and protection (economic and military), and who have not the precaution to provide for their own future or even to think of the menacing conditions in China and other neighboring countries (over-populated and in the throes of violent revolutionary changes) which can so quickly annihilate the momentary improvements in the Philippines.

"The Filipinos are actually quixotic and fanciful in their idealistic attitudes, and neglect taking the practical steps that would use the present prosperity for permanent improvement of their own most urgent necessities, agricultural 'know-how', technical education, sanitation, and an economic and political integrity in their public services, which could help to withstand the pressure of another catastrophe they might have to face without any certainty of American help and liberation. However, many individuals are doing fine work...

"The American professional and 'small business' people, who are the few who have not as yet been in any way indemnified for war-losses by the United States or Philippine Governments, or had any pre-war obligations 'written off', have now, as they had before the War, a disproportionately great part of the tax burden. Under these circumstances I have the fixed determination to get out from under a situation that shows no signs of giving me any personal advantage without further prolonged expenditures and efforts. I am in no way disposed to risk precarious health and a minimum of financial security (from all-American assets) so hardly won...

"These are just impressions. It has been a crowded, interesting, and happy time for me here, in spite of the noise and expense that Manila living demands. Prices are fabulous and service unbelievably bad, but those are frontier conditions and rehabilitation necessities, — everywhere the terrible effects of war devastation are being felt..."

This letter shows evidence of having been somewhat hastily written and might have been better rounded, but is interesting as a spontaneous expression of the state of mind of many of the old-time Americans here, — we might say a very mixed state of mind compounded of a love of the country and its people, irritation, con-

cern, and more thought than formerly in many cases, to their own personal interests, — now that they are getting old and the country is independent and they feel less responsible.

The editor had a letter from Major Mrs. H. G. Hornbostel during the month who, both, are still living at Carville, Louisiana. The Major, who for some years was the advertising manager of the editor's still suspended *Philippine Magazine*, referred to this column as follows:

"Both Gertrude [wife] and I enjoy reading the Journal, particularly the 'Let Your Hair Down' Column, which is more YOU than the rest of it."

"There we go again," said the editor when he read this line. "What's the matter with the rest of the Journal, or didn't he mean it that way? But it was a pleasant letter otherwise. I don't think he meant that this column is no good. He must have meant that the editorials, which, generally, it is both my duty and my pleasure to write, do not sound so much like me as he used to know me. You know, that hurts. Granted that one should develop and perhaps change, one is proud to maintain a certain integration of character, not to say one's integrity.

"Naturally, the Journal being an organ of the Chamber, the editorials express or try to express what may be taken as a sort of average of the opinions of the members on any subject, but I must insist that I share those opinions. I can say that during the whole of my writing career I have never written a single line that I did not believe to be true. I would not start lying for the Chamber, and I was never asked to or expected to.

"To those of my old friends who are thinking that I am developing a second personality, if not a dual one, I can say that the truth is really very simple. Most of them know me from the *Philippine Magazine* and that was a political-literary monthly, naturally devoted to all sorts of broad, cultural matters. That was my life and thought in those days, — you might say somewhat high-brow!

"Now I am engaged in a very different sort of journalism, although the *Philippine Magazine* never wholly neglected business and economics and the country's trade relations as a part of the general Philippine-American culture. The Journal, however, is devoted practically exclusively to business, so that naturally my present field is narrower. No difference has arisen in me. I am just looking more closely and more intently at once particular element of culture.

"And while I miss the broader and perhaps more flowery fields which are the pasture of a general monthly magazine, I am not sorry that I am now able to concentrate my interest on what I think is at present the most important sector.

"Literature, music, the other arts,—those were important in the happy, piping days before the War; there was money and leisure for them. Now, after all the destruction, material and moral, we have had to go back to the economic and political fundamentals. That is where now, as a voice if nothing else, I hope, at least, that I can be most useful.

"I insist that I am always me."

We had a letter from the editor *Oils and Oilseeds Journal* of Bombay, a new publication which we mentioned in this column some months ago. He wrote:

"We are in receipt of a copy of the December issue of your esteemed *Journal* and are pleased to find on perusal a pointed reference has been prominently made to our letter in the 'Let Your Hair Down' column at page 468 in introducing this *Journal* to the vast number of your readers.

"This column has a fascination of its own and always makes a very interesting and lively reading. Please accept our warmest thanks for having introduced our *Journal* through the medium of this lively column.

"With best regards,

Yours faithfully,
"R. C. Sheth."

We don't always receive such a courteous acknowledgement of anything,—and the praise (we hope it is not just flattery) is overwhelming. Could it be that this column is not so bad after all? Look at those words again: "interesting", "lively" (twice), a "fascination all its own".

Now what can we put in this month to live up to such praise?

Some of the most lively matters that came to our attention, as well as the more funereal, have

already been dealt with in the editorial column. Of course, there are always the editor's grandchildren, but he grimly swore some months ago he never wanted to see them mentioned here again. The trouble is so little except hard work goes on in this office. People rarely come in with a joke. Usually they just come in to make some protest and demand we have a row with the Government over this thing or the other. Or they ask for information that is often impossible to obtain.

Well, we've moved to our new quarters in El Hogar Filipino Building, fourth floor, two large communicating rooms,—one our offices and the other a rest and reading room where one may also obtain coffee, sandwiches, etc. There was some question for a while whether Meralco could supply the power for the elevator in the newly reconstructed building, but it is running, thank goodness. The house-warming, to which a good many people have been invited, will be held a few days after this issue of the *Journal* will have come off the press.

Since the Liberation, the Chamber has moved no less than six times,—showing how difficult the housing situation in Manila has been. On February 21, 1945, just a few weeks after the Santo Tomas internees were freed, and long before the fighting in Manila was over, a number of the directors of the Chamber who had been interned, including the late S. F. Gaches, the then President, opened temporary offices in a private house on Espana Street, just across from the University of Santo Tomas where a good many of the liberated internees were still living in nipa shacks. Some three months later, the Chamber moved to the People's Bank Building on Dasmariñas Street (now Heacock's), sharing the ground floor, one large room, with five or six other business entities while the streets were still being cleared of the debris of war and the building was just beginning to be repaired. This work forced a move to the Gibbs Building, next-door, and from there, in May, 1946, the Chamber moved to the eighth floor of the Trade and Commerce Building on Juan Luna Street, shortly after that building had been vacated by the U. S. Army. In July, 1947, the Chamber moved to a larger room on the



FOR
• SPEED
• PRECISION
• ECONOMY

IT'S
Collins
D-10 ROTARY DUPLICATOR

SOLE DISTRIBUTORS IN THE PHILIPPINES
SMITH, BELL & CO., LTD.
TRADE AND COMMERCE BLDG., MANILA
BRANCH OFFICES: CEBU · ILOILO · BAGUIO · SINGAPORE

EVERETT

STEAMSHIP CORPORATION
GENERAL AGENTS

AMERICAN MAIL LINE

To and From
Portland Seattle
Vancouver Tacoma

**PACIFIC TRANSPORT
LINES**

To and From
California Philippines

BARBER-FERN LINE

Service to U. S. Atlantic
Via Straits, Suez, Mediterranean

FERN LINE

To and From
North Atlantic Ports
Gulf Ports — Philippines

EVERETT ORIENT LINE

Serving the Orient
Philippines to China, Japan,
Korea, Straits and India Ports

**PHILIPPINE STEAM
NAVIGATION CO.**

Serving the Philippine Islands
223 Dasmariñas St., Manila
Tel. 2-98-46
(Priv. Exch. All Lines)

C. F. SHARP & COMPANY, INC.

STEAMSHIP OPERATORS — AGENTS
SHIP BROKERS

GENERAL ORIENTAL AGENTS:

WATERMAN STEAMSHIP CORPORATION
Mobile, Alabama

THE IVARAN LINES — FAR EAST SERVICE
(Køller-Sørensen — Oslo, Norway)

PACIFIC ORIENT EXPRESS LINE
(DITLEV-SIMONSEN LINES)
Norway

(TRANSATLANTIC STEAMSHIP CO., LTD.)
Sweden

GENERAL STEAMSHIP CORPORATION
San Francisco

SIMPSON, SPENCE & YOUNG
New York

V. MUELLER
København, Denmark

Head Office:

57H FL., INSULAR LIFE BLDG.
MANILA, PHILIPPINES
TEL. 2-87-29
2-96-17

Branch Offices:

SAN FRANCISCO—SHANGHAI
SINGAPORE—PENANG
TOKYO—YOKOHAMA—KOBE
NAGOYA—OSAKA
HIMIZU—FUSAN (KOREA)

Cable Address: "SHARPCRAFT" all offices

right opposite stands the reconstructed building of the Philippine Chamber of Commerce. Most conspicuous from our windows overlooking the river are the Manila Postoffice Building to the left, which looks allright from the outside now, and to the right the Intendencia Building, soon to be the home of the new Central Bank also being reconstructed. The large City Hall, with its tower, rises in the center distance. The Metropolitan Theater is still largely unreconstructed. The largest ruins in sight are those of the old Santo Tomas Convent and the Santo Domingo Church and the greater part of the famous San Augustin Church and Convent, the oldest buildings in Manila. Farther off on the horizon are the Army and Navy Club and the Elks and University Club Buildings, the Manila Hotel, of which only the upper parts can be seen, and still farther, the American Embassy. We can not see much of the Bay, but we can see the broken arch at the entrance of the old Pier Seven now Pier 13, and the superstructures of a number of large ocean-going ships.

Though, from this view, Manila is still largely a city of ruins, the sight is no longer dreary. There is too much movement and too much noise for that. Automobiles and trucks and buses rush across the field of vision in unending streams. In the acoustical scale far below the occasional dynamite explosions and the intermittent racket of the drills, but all-pervading, is the deeper rumble of the traffic in the streets and over the temporary bridge with its sharp horn-blowing, and in counterpoint one hears the chugging and putting of the tugs and launches in the river. From nearer by, in arpeggios, comes the sound of stone-chisels, saws, and hammers, and everywhere one hears the voices of men.

It is all in very great contrast with the days of the enemy occupation, especially during the months toward the end, when the whole great city was as silent as a country town, when the grass grew in the dirty streets, and only an occasional push-cart was to be seen and the ragged, famished-looking people slinked along and never raised their voices.

Across the river lies what is left standing of the old Walled City of Manila (Intramuros), and

FRIDEN Automatic Calculators



To all who need
accurate figures
in a hurry...

PHONE OR WRITE US
FOR DEMONSTRATION
ON YOUR OWN WORK

SOLE U.S. DISTRIBUTORS IN THE PHILIPPINES
SMITH, BELL & CO., LTD.
TRADE AND COMMERCE BLDG., MANILA
GRAND OFFICES: 400 N. BROAD STREET, NEW YORK

Republic of the Philippines
Department of Public Works and Communi-
cations

BUREAU OF POSTS
Manila

SWORN STATEMENT

(Required by Act No. 2580)

The undersigned, A. V. H. Harsendorp, editor and manager of the American Chamber of Commerce Journal, published monthly in English at the Office of the American Chamber of Commerce of the Philippines, Manila, after having been duly sworn in accordance with law, hereby submits the following statement of ownership, management, circulation, etc., which is required by Act No. 2580, as amended by Commonwealth Act No. 201:

Editor, A. V. H. Harsendorp,
404 El Hogar Filipino Building, Manila
Business Manager, A. V. H. Harsendorp
404 El Hogar Filipino Building, Manila
Owner, American Chamber of Commerce of the Philippines

404 El Hogar Filipino Building, Manila
Publisher, American Chamber of Commerce of the Philippines

404 El Hogar Filipino Building, Manila
Printer, Carmelo & Rasmussen, Inc.

2007 Anconraza, Manila
Stockholders owning one per cent or more of the total amount of stocks: None.

Bondholders, mortgages, or other security holders owning one per cent or more of the total amount of security: None.

Total number of copies printed and circulated of the last issue, dated March, 1948:

Sent to paid subscribers 800

Sent to other than paid subscribers 1200

Total 2000

(Sgd.) A. V. H. Harsendorp

Editor and Manager

Subscribed and sworn to before me this 18th day of March, 1949, at Manila, the affiant exhibiting his Residence Certificate No. A-49130, issued at Manila on January 17, 1949.

Emilio V. Sales

Notary Public

Until December 31, 1949

Doc. No. 60; page 95;

Book No. 11; series of 1949.