

BUSINESSMEN

of ACHIEVEMENT

By M. Veloso Chavez
Staff Member

Joaquin M. Carrion, Jr.

MANAGER, I T R & E T DIVISIONS
INTERNATIONAL BUSINESS MACHINES
CORPORATION OF THE PHILIPPINES

Our man of achievement in business this week is Mr. Joaquin M. Carrion, Jr., sales manager of the Time Recording and Electric Typewriter divisions of the International Business Machines Corporation of the Philippines.

We consider Mr. Carrion one of our young business leaders who are an asset not only to the economic life of this country but to the worldwide IBM organization as well. Born in Manila 36 years ago, he went thru the exclusive De La Salle College ending up with a bachelor of science in commerce diploma safely tucked in his arm. He is married to the former Florangel Lagdameo of the prominent Manila family by that name. Mr. Carrion's success is not confined to business machines alone but also to a happy married life. As proof of this, his family circle is endowed with eight healthy children, the five of school age. Four of them are studying in their father's Alma Mater and a girl is enrolled in Sta. Scholastica College.

Mr. Carrion's first break in business was when he got employed with La Yobana Cigar & Cigarette Factory in 1931. He was assigned to the sales department in charge of the provincial agents. It was here perhaps that his star in the business firm-



JOAQUIN M. CARRION Jr.

ment began to sparkle. Later on he was connected with the Luzon Brokerage firm. Here he worked in the trans-oceanic express department handling all orders coming from one of the world's biggest department stores, Sears Roebuck & Co.

He joined IBM way back in 1938 starting from the bottom as a student salesman. With this organization, Mr. Carrion's rise to a position of

responsibility was meteoric. From apprentice salesman he got promoted to senior salesman, then as supervisor and at present as sales manager of the two important divisions of this internationally known company.

Mr. Carrion takes singular pride in having introduced the IBM electric typewriters which are now shouldering the bulk of the office correspondence jobs in big commer-

cial houses and offices of professionals and career men. The debut of the electric typewriters in the Philippine business world was one of his tough assignments shortly after liberation. Here he proved that he is worth his salt as a businessman. He promoted the sales of these typewriters so successfully that before long he was selling them as fast as the factory turned them out, and to date Mr. Carrion admits the demand is increasing to a point which renders IBM difficulty in giving immediate supply. He is happy to disclose that almost all leading commercial firms and men of all professions are satisfied users. As testimony of extensive demand of electric typewriters, the PCCBA secretarial department has acquired several units, and recently La Salle College ordered some for its typewriting classes.

Mr. Carrion in describing the advantages of his product reveals his inborn qualities as a super salesman. "The latest IBM Executive Typewriter has been designed especially to give important letters the distinctive appearance they deserve. Engineered to perform today's typing efficiently, easily, and economically, it has an all-electric keyboard, operated by a light touch. Impression control assures uniformly legible work, whether a typist is making one or many carbon copies." And backed by 19 years of proven electrical
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FROM QUERUBIN FULGENCIO

I'm sending you a picture of the Business Manager and the Industrial Coordinator of the State Penitentiary at San Quintin, California, with me, during my visit there in the interest of our jute (saluyut) fibers which can be used in the manufacture of bags in this institution where they have a mill for burlap sacks.

At present, they get burlap from India and Pakistan but if our jute fiber can compare with it favorably, which they think it would, they may buy all our jute fiber supply for their mill needs.

At this writing they are undertaking tests with the bales sent by our Bureau of Plant Industry and after about a month or so they can more or less determine just what they think of our fibers.

I brought with me specifi-

THE NURSE . . .

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saw her inside the hospital room. There was iciness and peculiarity in her manners.

"Anything?", Amping said as if talking to a stranger.

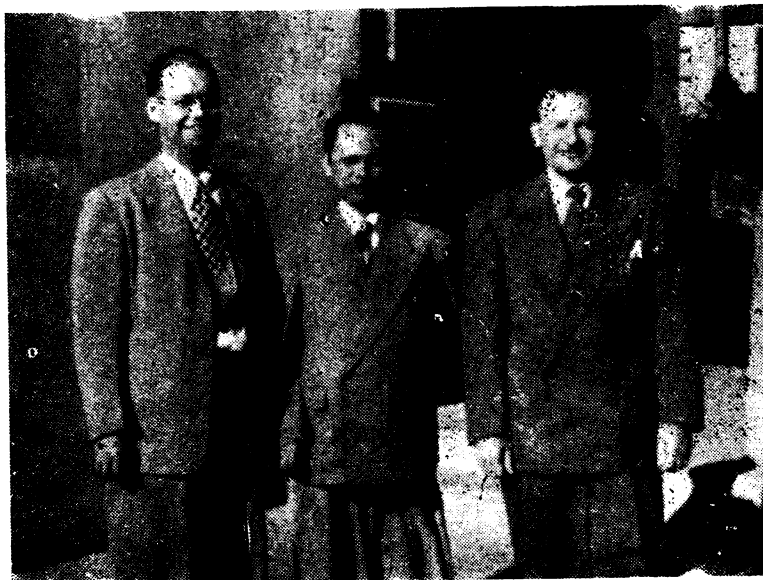
Angelo was about to speak when another gasping nurse coming from the same door breathlessly announced, "Amping, your patient just arrived from the operating room. Blood transfusion. Quick!"

"Oh, excuse me, mister," she said frantically and hurriedly walked away.

Angelo suddenly became conscious of his self. He peeped inside the room into which Amping had entered. Every nurse was busy doing something. They looked like a confused crowd with a definite thing to do. Slowly he walked down the stairway. His dream was dead! Rosa's words bobbed up again.

Someday, you will find me in another one's life the same way as I found you in Tony's.

"Someday . . ." he murmured audibly, as he passed out of the hospital gate. Aimlessly he dragged his feet across the hard pavement of a long and seemingly endless road.



Dr. Fulgencio, center, at San Quintin

cations and details of the sacks we make experimentally in Manila at the request of Mrs. Irene E. Murphy and they will use those information in the making of sacks under our standard and pattern.

In the same occasion, I met the President of a Bag Manufacturing Company in Houston, Texas and he gave me the names of three companies which are interested in buying the portion of the jute fiber near the roots which cannot be used in the

manufacture of jute sacks.

During my present observance in the Social Security Administration of the Federal Security Agency under the sponsorship of the United Nations, I believe I may be able to get in touch with those companies, which if successful, would redound to something good for the Philippines in about two years.

You may use this photo and pertinent portions of this letter for publication.

Thank you very much and I'll try to be in touch with

you as regularly as I can for the duration of my fellowship here and Europe.

Very sincerely yours,
Querubin Fulgencio, M. D.

United Nations Fellow
from the Philippines

BUSINESSMEN . . .

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performance, Mr. Carrion further explained, the trend now is definitely towards electric typewriters. He believes that in the near future the manual typewriters will be out of the market and the greater demand will be for the electrically-operated ones. The reason for this radical prediction is that this IBM product has undergone the acid test of clerical efficiency, proficiency, speed, and economy with flying colors, and the requirements of modern business is to lean heavily on a mechanized system of office work. This is persuasive and convincing salesmanship, wherein Mr. Carrion feels at home. His pet sales promotion plan is to secure the patronage of all colleges and universities, and government offices in the use of the IBM electric typewriters.

We rate Mr. Carrion as a businessman of achievement for this week not only for his vast experience in mercantile operations but also for his having been the recipient of 3 gold medals from the world headquarters of IBM in New York. Reason for the series of awards was his having successfully and successively covered the 100% quota allocated to the divisions wherein he is the sales manager. For this exceptional accomplishment he qualified for membership in the IBM 100% Club of New York for the third time. So far only three Filipinos have been afforded this honor, including Mr. Ramon del Rosario, general manager of the local branch of the International Business Machines Corporation and Mr. Jose L. Arguelles, IBM salesman of electric bookkeeping and accounting machines.

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