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An Editorial



"TO PLEASE A LADY, USE FIRESTONE TIRES!"

Whether or not our women have lost their self-respect and sense of shame and dignity, I do not presume to know. I know not women. Who does, anyway?

But if the signs of the times are to be believed, then I am afraid that the glorious womanhood which men did reverence in the past is gradually "going to the dogs".

I cannot understand why our women — or women of other nations for that matter — have not risen strong and indignant to protest against the way advertisers use (or abuse!) womanhood to sell razor blades, rubber tires, tooth paste, shaving cream or some such cheap stuff.

Take a recent advertisement that hit the country's billboards and newspapers. It read: "TO PLEASE A LADY, USE FIRESTONE TIRES!"

During the days of chivalry when knighthood was in flower, we are told that knights with dashing courage and in gleaming armor came from far and near and fought in colorful tournaments to win their lady love. Those are the days when men and women knew the intrinsic and delicate dignity of womanhood.

Today, however, it appears that all a guy has to do to win his lady love is to dangle before her a 2 1/2-karat gold watch, or show her a flashy convertible — USING FIRESTONE TIRES! of course — or brush his teeth with kolynos, or shave with BARBASOL. And presto! lady love slinks to his side.

I am not telling our women to demand of their boy friends that they wear gleaming armor like dashing Prince Valiants and King Arthurs. I do insist that if our women want to regain the respect and reverence to them, they must first of all be convinced of their innate dignity and

real worth, they must show that they deserve respect and reverence. If advertisers continue to cheapen and debase womanhood, it is because women have, by their conspiracy of silence, cooperated in the task.

If hell hath no fury like that of a woman enraged, then let our women, conscious of their God-given dignity, raise such fury to fight the debasing of womanhood to the level of a mere lure and bait. One of the greatest forces for the betterment of mankind in all ages has always been that glorious womanhood which men could and did reverence. Let such womanhood reign supreme over our land and build the nation strong and undying!

AND NOW—S. P. LOPEZ

In an editorial in our December issue we pointed out how the Philippine Diplomat, Carlos P. Romulo, "repented" of his grievous blunder of adopting an appeasement attitude towards Soviet Russia. Since then we have had our eyes on his trusted aide, Salvador P. Lopez, watching for the moment when he too, like his boss, would retroce his steps.

Now it is reported that Salvador P. Lopez has called on the United Nations collective measures committee to show "daring and initiative" in its work. Lopez spoke at the second meeting of the committee which was set up by the U. N. General Assembly to study methods of meeting aggression anywhere in the world.

What a far cry this is from SP's appeasement attitude a year ago. Remember the time he spoke before the Manila Lions Club at Manila Hotel and said: "...the root of the present conflict lies in the failure of either side to regard with generous consideration the point of view of the other?" Remember the time he spoke before the Baguio cadets and declared: "A war can only be prevented by the self-restraint of the two powers (Russia and U.S.) themselves!"

And now — SP Lopez would ask for "daring and initiative" in meeting aggression anywhere in the world!

Thank God our big men in the UN are beginning to realize after tragic blunders that the Russian juggernaut can not be melted with the honeyed words of sweet-faced diplomats. Thank God our big men are beginning to stand for truth and justice and peace.

But while we welcome Salvador P. Lopez into the fold of honest and straight thinking men, we can not help but think of the million lives wasted and sacrificed in the world's battle fronts because a few honorable men like him failed the world and humanity at a time of crisis and refused to stand for truth and justice and peace. Let us hope that Salvador P. Lopez remains in the realm of clear and honest thinking.