

President Cavender Gives Students Business Talk

His address of September 28 to Students of the College of Business Administration, University of the Philippines



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The Philippines is a young nation, a nation that in the future will play an important part in the history of the Far East. Your country stands at the crossroads of the trade routes of the Far East, but, so long as you are economically unprepared, just so long will you lose the benefits of your geographical position. It is the appreciation of this fact that renders your training in business important, not only to yourselves as individuals but to your country as a whole.

Towards this end, you have government agencies whose major projects and objectives are to encourage and assist

the young Filipino to today to appreciate the unlimited opportunities and resources these islands offer to a determined and ambitious young people. Towards this end, you have your educational system, including this higher college of business administration, which—through its efficient Faculty and adequate curriculum—is to train you in those basic principles and functions that are the foundation of sound and progressive commercial achievement.

We all want to progress. Every business man and woman wants to progress. Let me mention three attributes of progress and their relation to the individual and to business enterprise.

Sincerity. There is no such thing as progress unless there is sincerity of purpose. Unless you are sincere, your whole effort, your whole life, all your training in this College of Business Administration goes for naught.

Courage. Progress in business requires courage. Few individuals, few enterprises escape stress and storm. Obstacles arise. Plans go awry. Fate often seems determined to crush us, and we are as often tempted to say "What's the use!" That is where courage comes to the rescue of progress. True courage springs from the consciousness that one is striving worthily—from an innate conviction that one deserves to succeed.

Patience. Hand in hand with sincerity and courage, progress in business demands patience. Patience alone can make us keep carrying on.

Now then, what is your goal? To succeed in life. To strive to contribute something to your country, its work and its people. To be an asset to your country rather than a liability. To seek progress as an individual and as a citizen.

Today the ultimate goal of most Filipino boys and girls seems to be Manila—in other words, the big city. That is all very well, but the wide-awake ambitious young Filipino of today should see that the greatest—and practically untouched by him—opportunities for progress in business are not altogether in the big city. The big untouched opportunities to build and strengthen the economic structure of your country seem to lie not in Manila, the big city, but in the provinces.

No doubt many of you have come from the provinces to Manila to study in this advanced College of Business Admin-

istration. Now, take your knowledge back to your province and enter upon your business career there—give your town and your townmates the benefit of your training. There is your opportunity to expand and to enlarge the participation of Filipinos in the domestic trade system of your country. There are today some successful young Filipino businessmen in the provinces—young men who started very humbly and now occupy respectable positions in the business life of their respective communities. I say there are some, but I also say there could and should be more Filipino business men and women throughout the provinces—starting from the bottom and building up the small businesses to sizable businesses—building up and strengthening the economic structure of the whole country. It is something you students today should not overlook when you enter upon your business career.

I have said you have government agencies working to help you to recognize your unlimited opportunities in your own country. Director Consober of the bureau of commerce, in a recent address before the Rotary Club, pointed out that one of the major projects of the bureau is to enlarge the participation of Filipinos in the domestic trade system of the country—

that his bureau is making its strongest appeal to the young people in the schools and colleges. The bureau stands ready to help its countrymen, is urging more young men and women to go into business, and is making the appeal that any legitimate business, however humble and small, is a public service; that there is open today to young men and young women another unlimited field in business than in any other line of professional undertaking.

In carrying out this project—to encourage and accomplish the participation of Filipinos in the domestic trade of the country—the bureau is inspired to extend to the young men and young women of the Philippines take full advantage of the opportunities that they have at hand, thereby contributing to their own welfare and to the progress of their native land. The bureau strives to imbue in these young people a spirit of self-respect, self-reliance, and self-protection.

Now you know better than I do what your College of Business Administration is doing for you, how it is training you in the theories of marketing, advertising, merchandising and adapting products for the market, choice of marketing channels—sales, sales force, sales quota, sales promotion—the various phases of management, financial, production, personnel. Your college is equipping you with those perquisites that when sensibly applied will enable you to pursue your chosen career along the road and up the ladder to success. And mind you, that road has many mile posts. That ladder has many rungs. It is training that you are receiving in this university, the encouragement and assistance your government is so willingly offering, will go a long way towards helping you around the turning points and obstacles in your business career, and progress. What more does a young man of your own age need today?

I know that you college students do not like to listen to the old story that you must start from the bottom. I recall that when I was in school a businessman came—just as I come before you today—to speak on the opportunities awaiting us upon the completion of our studies and training, to tell us that the ladder to success started from the bottom and not from the top. That hurt our pride. If we had to start from the bottom, why were we spending all these months and years in training to be executives in business? Nevertheless, we were soon to find out that the lower rung in the ladder was the starting point of the man to climb all the rungs.

My observations, during a little over 12 years residence in the Philippine Islands, have led me to one conclusion, that the biggest possible progress of the Filipino youth is to be made in the field of business, small businesses that start from the bottom, thrive and grow to sizable businesses. We have already seen, in the short space of only a few years, Filipinos accomplishing this very objective. Why not follow in those footsteps? Realize upon the ever present possibilities for success in business! Success—the result of pioneering in some particular field of business and carrying it on to that success!

New history is waiting to be written. Your resolve, your earnestness coupled with your advantages in training will determine your place in the progressive business life of this country. You young people are to be congratulated upon your selection of a business career as your profession in life.

A Pat Example

Jose C. Jacinto of 433 Muelle de Binondo is a business man 47 years old. Twenty-five years ago he was a young school teacher on pay of about ₱20 a month, in various towns of Nueva Ecija. When he married he could not pay the priest until he got his pay at the close of the school month. But he had it in his mind, even then, to work hard and succeed. He is now an importer of wholesale merchant. He buys for cash, sells for cash. He has a wholesale-retail store at Quezon, Nueva Ecija, where he also has a rice farm of 162 hectares of land with 42 families farming it. His rice crop is 6,000 or 7,000 cavans a year. He has a retail store at Manila, Manila. He supplies provincial merchants in 4 central-Luzon provinces from trucks of his that make regular rounds, a truck to each province. These trucks represent a costly experience to him, but he says the experience was worth all it cost. He has ventured into the land-transport business, competing with a wealthy company, tried for years and finally closed out the venture with a loss of ₱25,000. But in that business he learned about trucks and how to keep them in repair and keep operating costs down.

He has a home in Manila as well as at his farm. Ten children have been born to him. They are all getting good educations. His oldest son is an undergraduate at the University of the Philippines. Jacinto père had hardly more than a primary-school education. Business has made him able to do far better than that for his own children. His career exemplifies the business counsel Mr. Cavender's address to the students of the college of business contains.