

## The "LET YOUR HAIR DOWN"

### Column

A **SPLendid** illustration of the concerted cooperation of the *Journal* is receiving from businessmen is supplied by the following letter from Mr. H. A. Suess, Second Vice-President of Conrad & Co., Inc., which runs as follows:

"With the enclosed report, we will have supplied the *American Chamber of Commerce Journal* with data on Manila Hemp for one year. Prior to that time, the Columbian Rope Company furnished the reports for approximately a year and a half. According to an agreement between the Columbian Rope Company, Macleod & Company, and ourselves, the three firms will alternate yearly in furnishing this information and, therefore, for the next 12 months the reports will be made by Macleod & Company. Yours very truly, etc."

The editor, of course, is highly pleased by this arrangement as it spreads the burden of the work and makes for some variety of presentation which, in turn, may lead to a greater freshness and increase reader-interest. The passing of the years has only tended to show what a happy invention "The Business View" department was when it was instituted in the first issue published under the present editorship. It is indeed a unique thing in business journalism that a publication such as the *Journal* should be largely made up of regular first-hand contributions, all of them of the highest authority, prepared by leading businessmen themselves instead of by a staff of reporters who at best write only at second-hand. At the beginning, there was some doubt that the Department could be kept going, but the interest in the Department, both of the writers and readers, is so great that it has kept going almost automatically in so far as the editor is concerned who, generally, merely sits back and waits for the monthly column contributions to come in. "Oh, is that so!" said the editor. "And don't you go and put ideas into people's heads! A regular alternation of column editors is a fine thing, all right, in such a column as ours on Manila Hemp, but it would not work so well with some other columns, especially with such columns the conduct of which is not so easily distributed among a number of firms in the same field. I am well satisfied with all our column editors and don't want any of them to get the idea they might turn the work over to someone else. For heaven's sake! That makes me tremble all over."

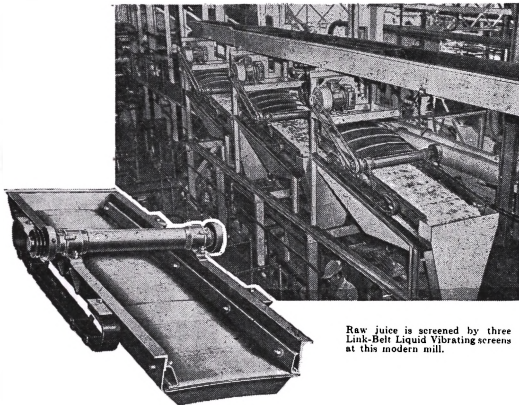
THE criticism expressed in the following letter from Mr. Frank S. Tenny, Executive Director of the Philippine Safety Council, with respect to the relatively small weight given to the security factor in the "investment climate" tables published in the April issue of the *Journal* and taken from the magazine *World* (New York), appears to be well taken:

"As a member of the Chamber, and being in the safety business, I was very much interested in the article entitled 'Philippines Ranked as to Investment Climate' which appeared on page 127 of your April issue.

"I cannot agree with the low comparative value put on 'security' in the tables presented in the article. Without seeming to be critical of our host country, I make the following comments on the ranking method in general:

"(1.) Perhaps the classification of 'Property Security' (Number 4 in the table) is meant to include all phases of security, such as efficiency of police protection, potential dangers from dissident or strike violence, criminal tendencies of some elements of the population, prevalence of pilferage and the like, general efficiency level of private security guards, etc. If not, then most of these

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important factors are not included in the complete rating table.

"(2.) The classification referred to only comprises 3% of the total rating scale. It seems somewhat disproportionate, when one considers that poor security factors may well be the deciding factor when it is being decided whether or not to establish a plant in a given foreign country. In other words, this 'minor' factor of 3% may outweigh the other 97% under appropriate circumstances. So, should it not be given more than a 3% value?"

"(3.) Further, no mention is directly made of general safety conditions in the country in question. It would seem, at least to me, that such things as the vehicular accident rate, the prevalence of fires, the industrial accident rate, and similar elements would have their place in such a rating table. Or do our present United States businessmen place the entire burden on insurance in these cases? If so, they may expect high premium rates.

"Of course, I admit to being somewhat prejudiced on the subject of safety-security

and am frequently stressing its importance to businessmen and industrialists. However, it did come as something of a shock to see an apparently responsible survey take such a light attitude toward this vital (I think) subject."

To universal cheers, President Magsaysay on June 3 issued a proclamation restoring standard time the next day, cutting short the period up to June 30 during which "daylight-saving" time was to be in effect as decreed by him in an earlier proclamation which went into effect on April 12. The main idea was to afford workers more time for recreation in the afternoons, but numerous protests were received from persons, and especially parents, who objected to the earlier rising hour. We wrote

a "piece" on the subject which was crowded out of last month's issue but which is possibly still of interest, at least, so we hope.

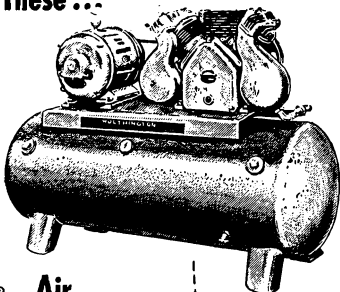
"As if we did not have enough of controls,—up to here," the editor said with a gesture signifying satiety, "now they have started trying to control our very hours, our lifetime habits of working and eating and sleeping. This so-called 'daylight-saving' nonsense is the most irritating of all. As for me, I shall continue to keep precisely the hours I have been observing, regardless of all the clocks that have been tampered with and all the factory whistles, which now are all an hour off.

"You know, daylight-saving laws were first enacted in the United States as a war-measure in 1916 in order to utilize for work, in summer, the earlier morning daylight hours, this being done by moving ahead all timepieces generally by one hour. There might be some advantage in this in the northern hemisphere, but with us, in the tropics, there is no great difference in the length of the day, summer and winter.

"Daylight saving here requires everyone to get up an hour earlier in the morning, and this necessitates

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going to bed an hour earlier every night, but, as we all know, during this season it is too blooming hot to go to bed any earlier than we do. The coolest hours now are from past midnight to early morning and those are the needed hours for sleep. So this daylight-saving time means sleepless time. I can see the whole country dragging its feet from sleeplessness and ending up in collapse from nervous exhaustion. . .

"At home I have a fine old grandfather clock, six feet high, with a great, slow-moving brass pendulum and beautiful chimes every quarter-hour. It is a very accurate clock, and I would no more think of setting the hands of that clock forward and making it falsely ring out the hours, than I would tell my grandchildren that it is the thing to do to tell a lie with every tick of the clock. Twelve o'clock is not eleven o'clock. Noon is when the sun is on our meridian. Why, besides the old grandfather clock, I have a sun-dial in the garden! Imagine the sun-dial saying one thing, and the clock something else. That way madness lies. I want my time, the local time, with noon, noon; midnight, midnight; and all the beautiful hours in-between in that grave an unalterable order determined by the majestic motions of our earth in the light of the sun.

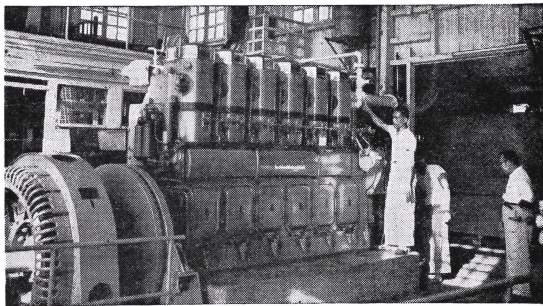
"And speaking of our proper local time,—you know that the Japanese, during their late stay here and for their own convenience, decreed that the Philippines observe Tokyo time, —which is exactly equivalent to the present 'daylight-saving' time! That alone raises my bristles!

"This tampering with standard time actually falsifies history! Most of the ex-Santo Tomas internees, for example, will tell you that the supreme moment of their lives, when the American Army tanks crashed through the gate on Calle España,

came at nine o'clock that unforgettable Saturday evening of February 3, 1945. But that was 'Tokyo' time. It was really eight o'clock, Philippine time."

"WHAT makes me feel so damn hot?" we asked rhetorically the other day, not expecting an answer. But we should have known that no one can ask a question around here without getting some sort of answer from the editor. The poor fellow has professionally had to play the pundit for so many years that he

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seems to think he must produce an answer for everything anyone can ask. It must be a terrible strain. But he popped out with an answer to our question about the heat right away.

"The sensation of warmth which you feel, is due to the bombardment of air particles; the hotter it is, the greater the velocity of these particles."

"Is that so!" said we, fanning ourselves (or should we say 'ourselves?'). "How interesting that is. It already makes me feel cooler."

"Yes," he said. "Of course, I am speaking only of the sensation of warmth. Why it is hot, you know as well as I do. Isn't this the hot season, summer-time, in this hemisphere, when the sun's rays come down upon us most directly, with the least slant?"

"Yeah," said we. "But it seems to me that it is getting hotter every year."

"That is the fact," he replied. "Temperatures all over the world have shown an upward trend during the last century. Especially during the last four decades, glaciers have been in retreat all around the world. The explanation has been suggested that this is due to an increase in the carbon dioxide in the air as a result of expanding industry..."

"No offense," we said, "but how do you come to know so much!"

"I was going to tell you," he said.

"What I have just told you, and much more, may be learned by all from one of a very informative series of articles in *Life* on 'The World We Live In.'

"If you took the trouble to read those articles you wouldn't always be asking so many questions."

That rather made us feel hotter, and it wasn't because of air particles either... We reddened and the man read our mind.

"Pique, anger, resulting from in-

creased secretion of the adrenal hormone and heightened blood-pressure!" But we hadn't asked!

"In hot weather you must keep cool," said the insufferable fellow.

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