



Vol. V

APRIL, 1939

No. 4



## Our Cover . . . .

**H**AVE you ever stopped to think how much the locality or setting of a place affects the life of a person or the worth of a thing?

Take the carabao, for instance. When you see a carabao hitched to a rickety *carreton* and making its way placidly along a scenic provincial road, with fields of green all around, you hold your breath in ecstatic delight and exclaim, "Oh, how beautiful!" But, if you see the same carabao and cart moving at the same unhurried pace across a Manila thoroughfare, you raise your hands in desperation and hold your breath—to keep your tongue from pouring out all the unpleasant epithets you know on being held up by the traffic. For, while a carabao and cart fit into your mental picture of rural life, you find that they are sadly out of place in the city, where speed and efficiency are the order of the day.

# Good Transmission

A Monthly Magazine Devoted to the Interest of the Employees of the  
Philippine Long Distance Telephone Company  
Manila, Philippines

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Entered as second-class mail matter at Manila Post Office, August 25, 1936.

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## DOWN IN THE PHILIPPINES

*(Dedicated to the Old-timers)*

COMRADE mine, the past years knowing,  
Does Time's swift flight seem kind to you?  
Do memories live while years are flowing,  
Of camp-fire mates you find too few?  
Do bugle calls of long ago  
Flash back on Memory's sacred screens,  
And recall those you used to know  
Down in the Philippines?

Do visions drift across your sight  
Of old campaigns across the brine,  
Of hiking days and jungle fight—  
The rain, the trails, the Mauser's whine—  
The old Flag's gleam in battle tide  
On old ricefields or dark ravines,  
Its colour seems more glorified—  
Down in the Philippines?

To those that fell in tropic fields,  
We keep for them a sacred shrine;  
Remembrance helps where body yields  
Where laurels won on battle line—  
And comrade mine of those old years,  
The' dead and gone a spark it seems  
Keeps fresh the faith that cost the tears—  
Down in the Philippines.

And when Life sends its cares to us—  
Long since we took the soldier's vow—  
We'll trust in Him who's fair to us  
For we are growing older now,  
And when we reach the last great Goal  
Where ev'ry soldier last convenes,  
We'll find those of our muster roll—  
Down in the Philippines.

—R. Kupoek



# An Interview with Mr. Daza\*

By JESUS A. PAREDES JR.

*Acting Service Representative*

ONE morning a tall American with a scowling face called me to the counter and in stentorian tones demanded: "I wanna see the Manager."

I ushered him in and offered him a chair by Mr. Daza's desk. He had barely sat down, when the barrage began. In tones which could hardly be called sweet, he enumerated his grievances against the Company, chief among which was the fact that he was paying for a single line whereas he was getting what he called "double line service."

To my surprise, (I was barely two months old in the service, then) Mr. Daza allowed him to go on; rather, encouraged him, by nodding as if in vigorous assent to what the irate subscriber was saying. After a few minutes, the subscriber had run out of speech. He sat, waiting for Mr. Daza to say something.

"If what you say is true," Mr. Daza began, "I don't blame you for feeling that way about the service. I am very glad that you have taken the trouble of coming to me personally, and letting us know about the difficulties you are encountering with your telephone. For one thing, this occasion gives us the opportunity of explaining and letting our subscribers know in a small measure the difficulties which we ourselves are meeting with in trying to render them the best of service at the lowest possible cost."

And then, taking a pencil and paper he sketched an automatic panel and explained to the now interested subscriber how it sometimes happened that individual lines seemed to function as party lines. And this he did with such lack of technical terms, that the subscriber must have felt flattered at being able to understand telephone talk without having studied telephony at all.

To make a long story short, the sub-

## **Grateful to Management for chance to render greater service to public**

scriber began to apologize, and finally gave Mr. Daza a warm handshake, saying: "Well, I am very glad to have met you," with a sincerity not often associated with that sentence.

I have started this write-up about Mr. Daza, our Acting General Commercial Manager, with this incident, because to my mind, it illustrates what to him is a cardinal principle in dealing with subscribers. This principle is: That better results can be obtained by the subscriber and the Company working together to solve a problem than by either one of them alone. Obvious? You bet, it is. But have you ever thought of it yourself?

It is, perhaps, because Mr. Daza has more than a purely business interest in the difficulties of subscribers with regard to service, that he has performed his duties so well. His is a personal, all consuming interest, which extends even to patience with the confidences of the innumerable people who have come to look upon him as a personal friend and mentor. He is not approached with complaints alone: people—and there are hundreds of them—often go to him for advice on other matters.

Perhaps, the best way of describing this aspect of his character is that he is a business man who is a walking edition of Dale Carnegie's "How to Win Friends and Influence People." He has thousands of friends, from all over the far-flung islands of this country. He can, as Kipling puts it, "Walk with kings, nor lose the common touch."

But to get on with the interview. "Personally," he told me, "I dislike these interviews because of the purpose behind them—to give the person an airing and make an exhibition of him for everyone to see and say 'what a great fellow he is.' I consider this

\* Mr. Daza was formerly the Manager, Manila District.

publicity, uncharitable, in that it is an invasion of a person's privacy. Call it modesty, humility, what you will, but that is the way I feel about it."

You would hardly call that a warm welcome, would you? But Mr. Daza is like that. With him there is one person that does not count at all, and that is himself.

"What do you think of your new assignment?" I queried, undaunted.

He thought for a while and then: "I approach this new assignment with a humble heart but with gratitude to the management for the opportunity of making myself available for greater service not only to my fellow workers but also to the community we serve. I am also grateful to my fellow workers because, what little I have accomplished in the past, has been made possible only by their cooperation and good will."

"To be made to sit in an office where its former occupants have maintained the highest level of efficiency and brilliancy, is a thought that scares me. But it has also given me the opportunity of seeing myself as I am, divested of the knowledge and preparation to assume such an exalted responsibility. But I am a good soldier and I know how to obey orders; that is why I am here. But I am here clothed with the simplicity of one who knows his shortcomings and limitations, and while you see me busy trying to get around the complicated work of the department, my heart is constantly invoking the aid of Divine Providence, in the performance of the share of the work that is expected of me."

"One distinct advantage that I look forward to in this job is the opportunity of working closer to Mr. Hall. He is a man that is a model of hard work; and what he does, always carries the stamp and seal of his thoroughness. He is also a hard driver, but I am not afraid of this, as I know that good soldiers cannot be moulded without intensive campaigning and training. As a matter of fact I shall consider it a privilege to receive this 'baptism of fire,'—if you wish to call it that—for then I will know that Mr. Hall is interested in seeing to it that I make good the trust that has been given me."

Mr. Daza's interest in the welfare of the working man, and especially in that of his subordinates, is perhaps one of his predominant passions. But his idea of "social

justice" is not a lop-sided notion of more socialization and less justice. In other words, he does not agree to pampering the worker. Social justice with him, is precisely, what it means—first and primarily, justice, or a rendering to everyone of what is his due. If there is anything he hates, it is employees that he describes as "dead wood in the tree of business."

"One common failing of our young men today," he said, "is that they lack discipline and have instead a high sense of meaningless pride. Many of them are worthless, because they have failed to appreciate the lessons of occasional 'bawlings out' for their mistakes. Since I began my career in the States, when I had to do all sorts of house work and learn various trades, in order to be able to study at night, I always made an inventory of myself after a good 'bawling out' to find out how I could profit by it. And believe me, I have learned a great deal and have trained my character to persevere under the heaviest strain of hard work. As a good Christian I have learned to carry these crosses of life, and when I do carry them, I do so gladly because I know that behind every Calvary is always the glory of the sunburst of the Resurrection, that is our hope."

That Mr. Daza has a capacity for work and lots of it, may be seen from a cursory glance of the activities he is engaged in, besides his active work in the company: Board of Examiners for Electrical Engineer, Directorate of the Ateneo Alumni Association, Reserve Officers Corps, Philippine Army, Knights of Columbus, Directorate of Catholic Action, Knights of Rizal, Philippine Charity Sweepstakes, Philippine Exposition, Philippines Boy Scouts and a host of others, too numerous to mention, but this list will give you an idea. And with all this on his mind, he still finds time to attend the Better English Class every Wednesday without fail and has a record of not missing one class during 1938.

How does he do it? Well, for one thing, he is an inveterate chain cigar smoker. If the simile may be permitted, he is like a steam roller. The more difficulties, he smooths out, the more smoke, he puffs.

Well, I have tried to put as much of Mr. Daza in print as the limits of this article allow. And I don't think, I have even begun. But that is just the whole trouble

(Continued on page 6)

# They're Entirely Different

By SERAFIN MARCELO

A NUMBER of my friends have asked me, from time to time, why we do not furnish telephone service on the same basis as the merchandise which a grocer sells and the price of which fluctuates with the rate of supply and demand. This question requires a detailed explanation and I am going to try to give it here.

First of all, the primary obligation of our Company, or of any telephone company, is telephone service . . . not any kind of telephone service but the most satisfactory and reliable kind that can be had. To furnish this service, certain requisites are necessary—such as buildings, and switchboards, poles and wires, cables, and numerous other things. None of these can be bought at bargain sales, or advantage taken of over-loaded markets, etc., to buy them. They must be purchased when and as needed. Buildings must be constructed and apparatus and material purchased on the same basis. All of this takes money—and strange as it may seem, money costs money; that is, we borrow the money by giving our stock or bonds as security and by giving interest, or as sometimes expressed, "dividends", on it. Other concerns are also borrowing money in the same manner and pay interest for it, so we must pay comparable rates of interest to be able to borrow on the same terms as they do.

The buildings we build, the switchboards and apparatus we install, the cable plant, poles and lines we construct, are what is termed fixed plant. Admittedly, any of these items may become cheaper from time to time, but once we buy them, their investment value remains the same to us year after year, and we must pay interest on them accordingly.

A grocer can turn over his investment several times a year, renewing and disposing of his stock at current prices or withholding

## A few reasons why telephone service can't be likened to grocery business

his purchases of certain lines altogether. He can shut down if he wishes, he can close the entire plant or parts of it, or abolish unprofitable branches, or he can eliminate products from his line that do not pay. But not so with the telephone business. We are obligated, by the very nature of our business, to carry on . . . to furnish service to non-paying as well as paying branches. We cannot take any of our stock off the shelves, sell it, or close it out. Our switchboards, cables, poles, lines, and, most important of all, our obligation to serve the public, are fixed items—and stay fixed no matter what the state of the market or the status of supply and demand is. Our revenues fall off when times are hard, rise when they get better, but profit or loss, our service, our employees' salaries, our interest, payments and maintenance and depreciation must go on.

In order to render prompt, efficient, satisfactory service, it is necessary that we maintain a capable, satisfied and experienced force of employees. This force, we are proud to say, has been maintained at its full standard, at full salary, through good times and bad. While other establishments reduced forces and wages to meet the recent depression, the only reduction we made was in the reverse order, that of changing the working hours of our people from nine to eight. There was no reduction in salaries to meet this. In fact the scale of wages was raised in many cases, anticipating the minimum-wage law before it went into effect.

The health of its people is a big asset to any organization. We recognize this by periodical physical and x-ray examinations of all our employees, free of charge. Medical and surgical care of the highest class, and even hospital service, is free to the great majority of our employees. A competent,

trained nurse is always available for minor injuries or ailments. She visits the employees in their homes, advises them about their families and how to maintain clean, healthy surroundings.

Educational classes in better English and other requirements are made available every day in the week to all employees to help them raise their standard of knowledge, to make themselves ready for promotion and better jobs.

Our main objective is, of course, to furnish the best possible telephone service to our subscribers and the public at all times, at the lowest possible cost consistent with financial safety. In order to do this, it is necessary, as mentioned before, that we maintain an efficient trained force of people ready to give the best they have at all times to our Company and to those we serve.

Another difference between the grocer and the telephone company is that we give an unlimited amount of service for a fixed price; that is, a customer may pay us a scheduled rate of say, six pesos a month, and receive in return what is in effect an "open sesame privilege" to the exchange in which he is served. He may make one call or a hundred calls as he pleases, for the one charge, even though each call puts a definite load on our system, ties up a definite amount of equipment, and costs us a definite amount of money to handle the operation.

The same customer on the other hand, cannot go into a grocery store, hand over a fixed amount and take out whatever he pleases because the grocer requires a specific payment for every article he takes off his shelves. If, for instance, the customer wants a *ganta* of rice, he pays the prevailing price for it, for the second *ganta* he pays again, and so on for every article he gets.

### **An Interview with Mr. Daza**

(Continued from page 4)

with people. You cannot know them by simply reading about them. In order to know them, well, you have to know them. Perhaps the best definition of Mr. Daza, if we may make one, is that he is a Man in the fullest, most wholesome, and richest sense of the term.

**I am but a gatherer and disposer  
of other men's stuff.—Sir Henry  
Wotton.**

We have often been asked why an editor always uses a blue pencil. Well, to cut a long story short, to cut a long story short.

\* \* \*

And on the subject of writing, it is well known that a writer and a hen both have to scratch for a living. There is this distinct difference, however: the hen gets hers.

\* \* \*

It is said also that only those who have suffered deeply can write a novel. So, if you want to write a novel, read one.

\* \* \*

All of which merely goes to show that the man who is round-shouldered from writing, does not necessarily have a literary bent.

\* \* \*

And reminds us of an old story: Says the irascible editor, "Have you submitted these poems anywhere else, first?" Replies the meek poet, "No, sir." Continues the editor, "Then where did you get the black eye?"

\* \* \*

That would ordinarily conclude the topic, but we have just remembered another one that is older still:

*Landlord:* "In one word, sir, when are you going to pay your arrears?"

*Author:* "I will satisfy your demands as soon as I receive the money which the publisher will pay me if he accepts the novel I am going to send him as soon as I find a good subject and the necessary inspiration."

By R. SNEDDON.





# Cable Corrosion

Compiled and Presented

By E. S. TRUE

(Reprinted from "Telephone Engineer")

[Corrosion of Cable Sheaths buried in the earth is a subject of growing interest and importance due to recent changes in earth-grounded structures. Electric power distribution ground-networks are replacing centralized-station grounds. Increased grounded areas due to "Rural Electrification" add many hazards. "Cathodic Protection" by forced drainage is being rapidly introduced by many cable and pipe-line companies and unless minimum values are used, stray earth currents may be greatly increased.]

**N**OTWITHSTANDING the fact that a vast amount of technical literature has been published on "Electrolysis" during the past twenty years, no one familiar with local telephone cable plant problems can say that a simple and satisfactory basis for study and prevention has been established. Conditions are generally complicated by the presence of two or more underground utilities in a given area, each with separate and distinct structure systems and each with its own changing conditions of operation and maintenance. Furthermore, soil conditions vary widely together with the chemicals which may be present and each has Corrosion characteristics which may be identified.

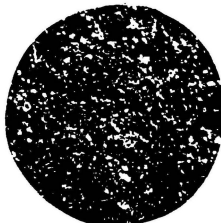
## **Electric Railway Have Caused Corrosion.**

From much of this literature, it seems to be a general opinion that Electric-Railways are the principal cause of Electrolytic-Corrosion and that when they discontinue service, the trouble will be eliminated. Unfortunately this is contrary to facts. Where such railways operate, voltage gradients are relatively steep and Positive-or-Danger areas centralize at or near Power stations or Negative-return points, and are more readily located and Drainage protection may be more easily installed. When such railways stop service, the potentials to earth level-off and negative and positive areas may alternate and be widely scattered.

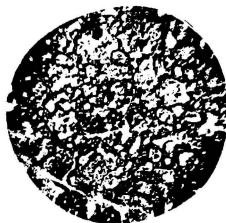
## **"Some fundamentals for protection from new hazards" pointed out**

### **Alternating Currents May Cause Corrosion.**

Contrary to general opinion, Alternating-Currents may and undoubtedly have caused Corrosion. My opinion has been formed from practical observations, and from the experience of one large power company, it seems probable that 18 volts A.C. or more will cause corrosion and that a 14-volt limit may be a safe margin to maintain. While it may be true that straight A.C. sine wave currents may cause but little action due probably to rapid reversals, soil chemicals and grounded structures of different metals have distinct rectifying effects and may produce



*In mud*



*In cinders*



*"Lead corrosion by Formic Acid" (From plants)*



*"Lead corrosion by Acetic Acid" (From wood)*

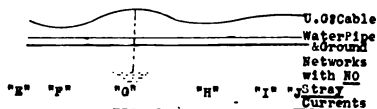


FIG. 6.  
Typical Earth Potential Curves  
with Grounded Pipe & Cable Networks  
and NO POWER SYSTEM.

pulsating D.C. or even varying currents of a continuous polarity with resulting Corrosion action. Under these conditions, the adoption of A.C. Ground-Network systems or the addition of "Rural-Electrification" Ground networks will undoubtedly introduce new corrosion hazards.

### **Soil Corrosion Becoming More Pervailing Cause.**

As high voltage differences between points in any given area become eliminated, due to street railway discontinuance, or change of radial-power distribution to inter-tied ground networks levels, Positive-Areas become smaller, more numerous, and widely scattered. Furthermore, Stray-current potential differences often become so low, that Chemical-Corrosion with its accompanying voltages become predominant. It might be well at this point to more clearly define the commonly accepted terms "Electrolysis" and "Soil-Corrosion." "Electrolysis" as generally used, implies stray currents flowing "into" the cable sheath at some locations and "leaving" the sheath at other locations. In the first condition the cable has been considered "negative" or "cathodic" and generally safe, while in the later condition the cable has been considered "positive" or "anodic" and therefore subject to corrosion. "Soil Corrosion" as generally used, implies that soil and it's chemical content where it surrounds a telephone cable sheath, acts directly on and corrodes the sheath. It appears to be the general opinion that such action is confined to relatively small sections which do not generally affect other sections. It is my opinion that such a conclusion is in error and this article will set forth reasons for this opinion and the practical factors involved.

### **Purpose of Data Presented and It's Applications.**

It is my purpose to present data obtained from fundamental field investigations cover-

ing many years of tests and observations in over one hundred underground telephone cable plants. Associated with this is laboratory and field data obtained for the purpose of analyzing causes and effects and for establishing the most practical and economical Protection methods for any specific problem. My opinions and conclusions are offered, not as a claim of infallibility in studying and correcting any particular condition, but rather as a possible help in the solution of similar problems in new areas.

WHERE cable sheath corrosion was found and the lead exposed for examination, it was found that there are separate and distinct types of pit marks and corrosion lines. These depend on the character of Soil grains in contact with the sheath and on the kind of chemicals present which may increase or decrease the rate of corrosion. Various enlarged microscopic views are shown of typical action in different soils and with various chemicals present such as may be ordinarily found in earth conditions where a telephone underground cable plant may be installed. These photos were the results of laboratory tests made some years ago at Purdue University for the purpose of identifying causes of "Self-Corrosion" of cable sheath. It is hoped that the various characteristics described may aid in practical analysis of individual cases without the need of long expensive tests or technical research. The practical telephone plant man must of necessity obtain test information and conclusions with the lowest consistent expenditures and be able to apply protective means promptly and economically so as to minimize service interruption. Naturally the time may come when some expert advice may save both time and money in adopting and maintaining continuous PROTECTION.

(To be continued)



## “Travel Is a Grand Experience”

As told by MISS A. CEDRUN

To TOMMIE OSSORIO

(Continued from February issue)

**A**FTER crossing the famous bridge linking France and Spain, I took the train to Irun and from there I rode by car to San Sebastian, where I was eagerly met at the station by my long unseen relatives, whom I had called by long distance telephone from the frontier.

I cannot fully describe the happy but tearful scene at the station, but you can imagine how it must have been, after not having seen each other for more than fifteen years. Anyway, we all drove together to their house, called the Villa Najalin, where I was surprised to find that quite close, in the neighborhood, lived several acquaintances; from the Philippines, like the Urquijos and the Santiago Elizaldes. They were glad to hear of my arrival, and before the day was over, I was entertaining visitors from my far-off isles, in Spain.

Remembering my keen desire to see my paternal relatives in Santander, I went by train to Bilbao, which I had to go through, to get to Santander. At Bilbao, I saw a very imposing telephone building of several stories in height; I wished for the opportunity of going through the exchanges to study their system, but not having sufficient time at the moment, I had to postpone the idea until a better opportunity occurred. I reached Santander and found it very little changed since I left it over fifteen years ago. Fond memories came back to my mind, and as I went through each street, I seemed to see myself as I was then, going to school, and stopping at this or that corner store for some “dulces”; saw the park where my mother used to stroll in the afternoons . . . in fact, it was surprising how much I could remember of my tender years before I left Santander. The beach there is very popular among the elite and social climbers.

**(Our Traffic Manager gives several reasons why “the grass always looks greener on the other side of the fence.”)**

One usually sees the latest styles in women's clothes during the summer time, which is the season when a lot of people stay at this beach resort. Unfortunately, at the time of my visit it was winter, and so the place was quite deserted. I then headed on for the country, called Sopena, to visit an old aunt on my father's side, and on the way I noticed the Basque style in architecture which is common at that place. Everything seemed peaceful and quiet and forgotten by the rest of this busy world. Being winter time, all the rooftops and trees were covered with heavy snow. . . . it was a gorgeous sight. That was also one place where I felt the cold intensely and I was glad when I finally reached my aunt's house and sat by a cozy fireplace to keep myself warm. As soon as the news spread that I was visiting, several old ladies, friends of my father, came over to greet and meet me, and I was entertained by their tales of war horrors and personal experiences during the loyalist regime. I stayed at that place about three days, went back to Santander, and with one of my cousins, proceeded to Burgos, where General Franco and his officers were. My plans to go to Seville, had to be abandoned when I realized how difficult it was to get through on account of the war and unsettled political conditions. The only way I could have gone with a little comfort and speed was by air, but I was advised not to do so, because we would have had to go quite near to the fighting zone, and that would have been dangerous.

Christmas was fast approaching, so I consoled myself with the thought that I would be able to spend it with my relatives in San Sebastian, which I did, and which I will never forget.

*(Next month we go through to Burgos and the Cartuja and the Cathedral.)*

## “Poise” Defined

Reprinted from “The Readers’ Digest”

If you came up behind Greta Garbo at a party and said “Hello!” would she jump, turn quickly, and answer immediately? Not Garbo. Have you ever noticed the deliberation with which a cow in a pasture turns her head to look at a passerby? Like a slow cow, Garbo would turn her head deliberately to see who had spoken to her. Not until then would a conscious smile (or frown) appear.

For a positive demonstration of poise, we recommend a study of this Slow Cow school of acting.

Self-control is the keynote to poise. You must think before you speak. You must first register an emotion upon your face before it is expressed in words. Any expression to have force and meaning should come out of repose, as colors are most vivid against black. This is the secret of some women’s smiles, which are so rare and precious that you work for them as for a prize.

If you think such emotional restraint is easy, however, observe how distressingly rare it is in ordinary conduct. We know a pretty girl who always seems to us like a mechanical doll. If we make a jocose remark she’ll inevitably throw back her head, half close her eyes and grin just as if we had pressed a button. And you have all noticed the gentleman who turns a card of matches over and over in his hands as he talks, and the woman who exclaims, “My dear, I give you my word the dirt was that thick!” with a distortion of the features noticeable clear across the room. All such unconscious nervous action waste force, distract attention, and break the rhythm of polite deportment.

Conscious control is what an actor has when he plays a part. Every word, act, and gesture is definitely willed and directed. He knows every minute just what he is doing. From shooting big game to flirting

### One of important qualities necessary in achieving success and greatness

with a sophisticated lady, all games of skill required conscious control. It is essential in every art—and the mastery of human relations in social and business life is an art.

Moralists are always disconcerted to see “heartless coquettes” enslaving men so much more easily than the nice simple Susans. The secret is merely that the artful temptresses have conscious control while their more deserving sisters do not.

The greatest enemy of conscious control is runaway emotion. We do things when we’re angry, hurried, worried, or afraid, of which, when reason returns, we are ashamed. Did you ever have the experience of hearing your own voice and realizing after you had spoken that it was pitched too high or had a whine in it? The complete mastery of self is attained only when, no matter how rapidly an action is performed, it is the consequence of and not simultaneous with a conscious command given by the brain.

In shackling your emotion, don’t think that the ideal of poise is the apathy of a Buddha. Poise is like a coiled spring stored with potential power ready to be released at the proper time. It is the conscious control of all one’s forces directed with the greatest efficiency.

When you are poised, for example, you are always conscious of your environment and you don’t make violent sudden gestures that may knock a \$200 jade ornament off the table or spill a cocktail over a lady’s gown. When you are poised you can watch your business opponent’s expression and be able to close the deal at the psychological moment. You don’t irritate your employer; and you’ll find it much easier to handle your wife.

Another thing you will discover when you achieve poise is the fact that you don’t have to answer any question unless you wish to.

(Continued on page 21)



## HEALTH CORNER

By MISS A. VALENCIANO

### POINTERS ON HEALTH

A dipper for drinking water may be the means of transmitting disease. Use a water container with faucet and draw your water from it.

\* \* \*

A common bowl for washing hands is very risky. Use tap water or pour the water on your hands from a pitcher.

\* \* \*

Pure water sparkles with health.

So don't drink water from questionable sources.

\* \* \*

The use of a common towel is likewise dangerous.

Use individual towel instead, or let your hands dry in the air.

\* \* \*

Eating with dirty hands is a way of introducing germs into the body. The safe way is to wash the hands before taking your lunch or dinner.

\* \* \*

The hands may become soiled after using the toilet.

The safe way is to wash the hands whenever you come from the toilet.

\* \* \*

Spitting promiscuously is against aesthetics and the health rules. The safe way is to use the cuspidor when in the house, or the street gutters when you are on the street.

\* \* \*

Stop throwing litter at home or in the streets.

Throw them into proper receptacles where they belong and help beautify your city.

\* \* \*

Do not sit like a "C" and stand like an "S".

Sit like an "L" and stand like an "I".

\* \* \*

Do not put on your pants with the shoes on. The dirty sole travels the long way thru.

\* \* \*

Handkerchief is not a shoe polish cloth or a seat mop.

Let the handkerchief stay a handkerchief. It is for the face.

\* \* \*

Careless keeping of the teeth results in dental decay.

Brush the teeth frequently.

\* \* \*

Skin disease thrives on dirty skin.

Take a bath every day.

\* \* \*

Athlete's foot may be acquired from the bathroom floor.

Use wooden shoes when taking a bath.

\* \* \*

Wearing other's clothes, slippers and shoes is another way of getting skin diseases.

Avoid such a practice.

\* \* \*

A rotten mango among good ones will spoil the rest, so a sick person should be isolated from the rest of the family.

\* \* \*

Cover your mouth with a handkerchief when coughing or sneezing.

You will prevent many a cold and, perhaps, a more serious disease from being transmitted to others.

\* \* \*

When blowing your nose, do so into a handkerchief.

It is not only an ugly habit to blow your nose openly, but it may also be the means of spreading diseases of the respiratory system.

\* \* \*

A sanitary toilet is a good investment. It pays its dividend in continued health and well-being.

Have a sanitary toilet in your home.

\* \* \*

Don't throw litter from your window.

Keep them in your waste basket.

\* \* \*

Don't wash your mouth in your window.

The lavatory is the proper place to do it.

\* \* \*

Spitting from your window is a bad habit. Be considerate of the comfort and health of others.

\* \* \*

When you have any waste to throw away and you are out of your house, don't leave it on the street or sidewalk.

—From "Welfare Advocate"

## "BETTER ENGLISH" CORNER

By PROF. RICHARD H. KUPSCH

### HONORABLE MENTION

Baguio— Francisco Periquet  
 Caloocan— Miss Natividad Victorio  
           Miss Remedios Escolar  
           Miss J. Macalinao  
 Cebu— Miss Andrea Ramirez  
 Lucena— Miss Luz M. Palacio  
 Malolos— Miss Monica Santos  
 Tarlac— Miss Gregoria Duay  
           Miss Alamon Simeona

What is the matter with you, my dear Correspondents? Many of you have not yet returned lessons 8, 9, and 10, while the others have already returned lesson 11. Dagupan, for instance, seems to have given up after lesson 9. In case some of you have not received certain lessons, I should like you to send me a little note to that effect.

In order to prevent any confusion due to irregularity in mailing your lessons to me, I have made it a point to send them to you every other Saturday.

### THE BUSINESS LETTER

This month's Corner is especially offered to those of my Readers who clatter away on a typewriter from sunup to sundown: secretaries, stenographers, typists, and clerks, in the hope that when they are faced with a problem regarding the grammar, style, form, etc., of the letter to be typed, they will know exactly what to do.

In order to make this as practical as possible, we shall discuss such common errors as may cover a variety of similar mistakes.

#### THE LETTERHEAD

The letterheads of most firms of distinction follow the formal style. *Company* is written instead of *Co.*, *Philippine Islands* instead of *P. I.*

#### THE DATE

Although it may be the custom of some writers to omit the *th.*, *nd.*, *st.*, after the numerical date, it is believed to be more cour-

teous to follow the conservative style. One should never sacrifice courtesy for space or time. When the date is not placed in the center, the end of the date line should be written even with the right-hand margin.

#### THE INSIDE ADDRESS

The inside address may be written above the salutation or below the body of the letter; the latter form is preferred by our Company. The closed punctuation (shown in the example on the opposite page) gives the letter a more dignified appearance, and is therefore more courteous than the modern open punctuation which follows the present tendency to omit everything not strictly necessary to the meaning of the letter.

Never use *Messrs.* unless the name of a company is composed of the names of two or more individuals; ex., *Messrs. Cruz & Santiago.*

The word *Company* should never be abbreviated in names similar to ours, as it is part of the official name of our organization and abbreviating the name of a *Company* is very discourteous.

In writing the inside address, be careful to write the exact name of the company-or of the addressee-in full.

#### THE SALUTATION

The plural form, *Dear Sirs*, is incorrect; *Gentlemen* is the proper form. A colon is used after a formal salutation. The attention line should be written on the same line as the salutation and indented to the same point as the paragraphs; it should not be capitalized in full, as it is sufficiently prominent as it stands.

#### THE BODY OF THE LETTER

Your letter should be mathematically centered. Avoid stereotyped phrases. While the sentence, "I beg to acknowledge receipt of yours . . ." is not ungrammatical, it is preferable to come directly to the subject and avoid such overworked expressions as, "beg to acknowledge," or "receipt of yours of . . ." **A BUSINESS LETTER TODAY SHOULD BE WRITTEN IN A CLEAR AND SIMPLE STYLE—JUST AS IF ONE WERE SPEAKING TO THE ADDRESSEE.**

Always divide words between syllables; thus *or-gan-i-za-tion*, *grat-i-fied*; divide in

(Continued on page 14)

**PHILIPPINE LONG DISTANCE TELEPHONE COMPANY**

INCORPORATED



General Offices

MANILA, PHILIPPINE ISLANDS

Cable Address  
"LONGDISTANCE"



March 31st, 1937.

Gentlemen: Attention: Mr. J. G. Eisenberg.

We received your letter dated March 30th, expressing appreciation of the work performed by our Company and particularly mentioning certain members of our organization, for which we desire to thank you.

I wish to assure you that we are most gratified in being able to complete the plans laid out by your Technical Adviser without causing you any inconvenience or delay.

A copy of your letter is being furnished to the members of our organization whom you so kindly mentioned.

Yours very truly,

J. E. H. STEVENOT  
General Manager

Manila Stock Exchange,  
P. O. Box 3233,  
Manila, P. I.

**Better English Corner***(Continued from page 12)*

such a way as to make your margin as straight as possible. Avoid too many hyphens; however, don't let your righthand margin bristle with a row of hyphens, as it destroys the neat appearance of your letter. Notice the simple and yet effective style of the specimen letter. The letter, without any superfluous words, comes straight to the point and yet does not forget to make courteous acknowledgment of praise received.

In a word, it is all that a letter should be: neat, simple and courteous.

The clumpy participial forms, "*Thanking you*", "*hoping that*", etc., are no longer popular, and have been superseded by the direct style; thus, "We thank you," "We hope that", etc.

**THE SIGNATURE**

When a letter is written for our Company, it should be signed by the *Philippine Long Distance Telephone Company* with the signature and title of the writer immediately below the Company signature. However, in the Executive Department of an organization where letters are written by an official, or the management, it is sometimes customary to omit the company's name and have the letters signed merely by the person writing the letter, with his title immediately below—hence, indicating that the writer is acting for the Company.

The name of the writer or of the company in the signature is always capitalized in full. Arrange your complimentary close and signature to give it a neat symmetrical appearance (compare for clarification.)

**CORRECTION**

The Editor wishes to call attention to an oversight in the Poetry Column of the March, 1939, issue.

The poem "A Memorial Inscription to an Infallible Man" was a reprint from the February, 1939, issue of the *Panorama* and not written by E. Rosales Yraola, while the poem "Some Man" was also a reprint from the January, 1939, issue of the *Monthly Digest* and not written by R. Kupsch as erroneously published.

The Editor courteously requests that in the future, contributors should not forget to state clearly the origin of their contributions.

**"REPEATER STATION"***Let's all smile*

"Have you got any bad debts?"  
"Who ever heard of any good debts?"

\* \* \*

"Hey! What's the idea of bringing that telegram in your pajamas?"

"It's a night letter!"

\* \* \*

"I hear they're taxin' hitchhikers!"

"What kind of tax is that?"

"Thumb tax!"

\* \* \*

"I got nervous when I heard a pin drop!"

"What? Does that make you nervous?"

"Yep! You see it was the safety pin that held up my pants!"

\* \* \*

"Darling, I am convinced at last you really do adore me. Now I can just sit and relax and let your conversation bore me!"

**Feminine Intuition**

He. "I wonder why women pay more attention to beauty than they do to brains?"

She. "Because no matter how stupid a man is, he is seldom blind."

**"When I Grow Up"**

Visitor: "And what are you going to do when you grow up, dear?"

Bobbie: "I'm going to raise mint."

Visitor: "Mint?"

Bobbie: "Yes, that's where Daddy says all our money comes from."

**Dreams Come True!**

"I just dreamed I had a job".

"You looked tired."—*The Gargoyle*.

**Cloudy Vision**

Mother: "What is the weather like?"

Betty: "It's so cloudy I can't see."

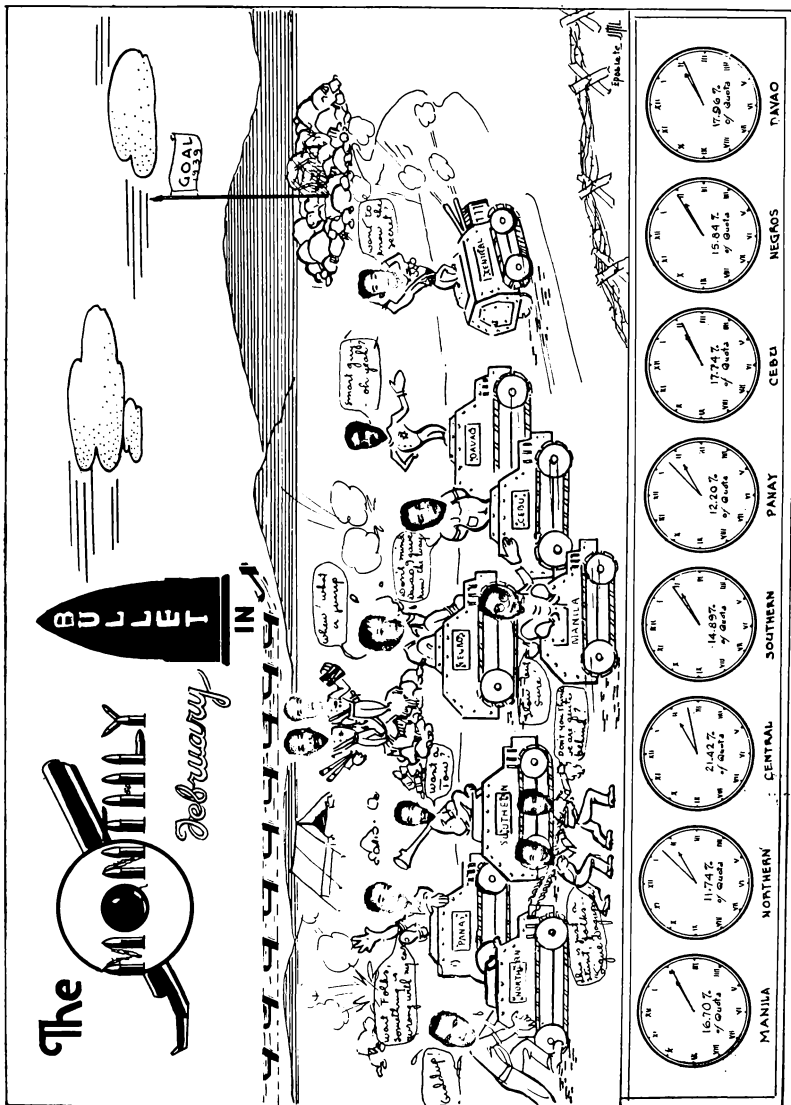
**"What'll I do?"**

Neighbor: Did I bring your lawn mower back last month?"

Indignant Householder: "No, you did not."

Neighbor: "Now, what'll I do? I wanted to borrow it again."





**L. D. E. CLUB CORNER**

By ARAZAR

The Board of Directors met for their monthly meeting on March 30, 1939, in the office of the President. The President opened the meeting by reporting the action taken upon the resolutions passed by the Board during the meeting held on March 3, 1939. The maternity leave granted to Mrs. Alcantara, our Club Supervisor, was approved by the management of the Telephone Company. She will be relieved from her work for two months with half pay privilege. In her place, Mr. L. Abaloyan, a club attendant, was designated as acting Club Supervisor. The Board expressed their satisfaction over the commendable efforts of the Sports Committee in submitting several reports and recommendations aimed at rousing the employees' enthusiasm over the various games. Miss Mary A. Jones, Chairman of the Sports Committee, was particularly mentioned due to her untiring efforts and her enthusiasm, so much so, that she spent a considerable portion of her spare time at the task under her responsibility.

Mr. Cortes introduced a resolution regarding the selling of cookies, pastries and fruits at the club's canteen. The Board considered the idea a favorable reply to the many requests of members, particularly those members who seldom visit the Clubhouse. With the present improvements in the Clubhouse, the idea was considered timely. The cigarette stand issue was also revived. Both proposals were passed as feasible. This work will be referred to the House Committee.

Following up the suggestion of Mr. Hall regarding the creation of a Membership Committee, a resolution was passed confirming the said creation of this Committee. Mr. J. Christianson, was unanimously appointed Chairman of this Committee considering the importance of this work. The Chairman was empowered to appoint one from each department to compose the members of his Committee.

Next, the Board discussed the unfinished business of the defunct Welfare Committee.

This was the establishment of a Death Fund. The management made suggestions in connection with this Fund. The suggestion as presented to the Board would require every member of this association to contribute ₱.20 instead of ₱.50 as originally proposed by the Welfare Committee, every time a member or a near relative of a member should die. The Board was of the opinion that the contribution should be reduced to ₱.05 inasmuch as they expected not more than one case a month and, if there ever should be the amount thus contributed would not be more than the club membership fee. The Board approved this idea of the Welfare Committee. This work will be entrusted to the Membership Committee with the expectation of a 100 per cent membership in this Death Fund association.

A suggestion of the Treasurer regarding the increase in salaries of club attendants was taken up. The recommendation of Treasurer de Guia had its basis on the minimum wage provided by the Law, that is ₱30.00 a month. The members of the Board interrogated the Treasurer and the President as to the efficiency of these club attendants. The Board was verbally assured by the Treasurer that the work performed by our club attendants was efficient. After a little discussion on the merits of the suggestion, the Board unanimously approved it in principle and requested the President to bring the matter to the attention of the Management. We would here recommend that the report of the Treasurer regarding the efficiency of our club attendants be made according to the procedure established by the Telephone Company, that is, a Qualification Report must be filled out for each club attendant pointing to the reason for an increase and all pertinent facts pertaining thereto. A verbal report of this sort is not sufficient. Not even if it comes from a high Club official. We have a high regard for officials who could judge subordinates leading to a recommendation for an increase in pay. Such recommendation must be backed up by facts and, most important, submitted in writing. This is very necessary for the Club's files and record. We here suggest, that all recommendations must be made accordingly. This will also facilitate and speed up things when it comes before the Management's attention.

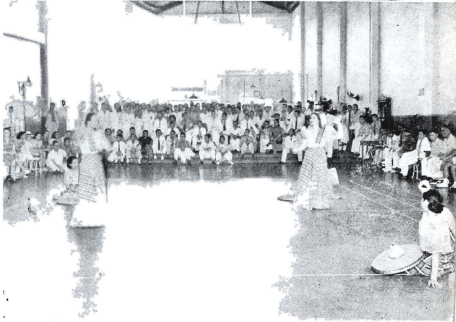
The Treasurer has made several recommendations regarding the Clubhouse. We will leave this matter for our column next month.

The bowling alleys at the Clubhouse were inaugurated on March 25, 1939. High officials of the Telephone Company were on hand to celebrate the affair. Our Club's bowling alleys are of the best in the city. The Long Distance Employees' orchestra rendered music during the affair. The Badminton court was also inaugurated. Mr. J. Mapalad and Miss A. Poole were the winners in the Badminton contest, while a Volleyball game between the girls as one team and the boys as the other followed, with the boys coming out second best.

The Executive Department's offering of Filipino folk dances during the Annual Picnic which won the grand prize of the day, were again staged. The Salacot dance performed by a group of lady employees of the Executive Department was typically symbolic of a Filipino rustic scene during harvest time. Mrs. D. A. Ruiz and Miss C. Rickards again performed the Abaruray or Wine dance. The rhythmic and graceful motions of the dancers, an expression of longing and offering, to the tune of Filipino harvest songs, won long applause from the audience. This number and the Salacot dance were staged especially for Mr. and Mrs. H. L. Gary, who honored the affair by their presence. These were the numbers that won the grand prize offered by Mr. H. L. Gary, Chairman, Board of Directors.

The success of the affair was due to the efforts of the Club officials. Our congratulations go to each and everyone who helped made a success of this inauguration party and we especially take our hat off to Miss R. A. Sobral, Chairman, Entertainment Committee.

*Shown at the right, top to bottom, are: The Philippine Long Distance Telephone orchestra, which furnished the music during the inauguration of the L.D.E. Club on March 25, 1939; Mrs. D. A. Ruiz and Miss C. Rickards dancing the "Abaruray", which won the grand prize offered by Mr. H. L. Gary; just a group of interested spectators, witnessing how the girls trounced the boys in the volley ball game; and last, but by no means the least, is the bowling match at its most exciting stage.*





Miss Rosario A. Sobral



Mr. F. A. Haldos



**T**HE steady growth of our Company during the past few years and the consequent increase in personnel has created a need for a centralized supervision of personnel activities and their problems. This need and the Management's desire to bring about a closer relationship with the personnel and their problems has been met by the recent organization of a Personnel Section, headed by Miss R. A. Sobral, formerly secretary to Mr. T. L. Hall, Assistant General Manager.

The following have been assigned to assist Miss Sobral in this important work: Mr. F. A. Haldos, personnel record clerk, whose years of experience in handling the personnel records of our company, makes him especially valuable, Miss L. B. Vuy-cankiat, stenographer and typist, and Miss A. Valenciano, our Company Nurse who looks after the health and welfare of our employees, and who has made so many friends among them and their families.

The Personnel Section is not an entirely new venture. Personnel activities, which heretofore have been scattered among the various departments, are now coordinated in this new section. A standard routine will be established to secure the necessary information for an intelligent study of a case before its reference to the Management. In this way, it is expected that all personnel matters, problems and activities will be handled in a uniform manner, that all employees will be treated fairly and that they will be happy in the knowledge that the company has their interests at heart.

"Our section does not recommend salary increases for employees," Miss Sobral emphatically stated: "we will continue to follow the old procedure under which the employees' immediate supervisors make such recommendations through the proper Department Heads. When such a recommendation is received



## THE PERSONNEL SECTION: WHAT IT AIMS TO ACHIEVE

by our office, we check it with the qualification reports and bring to the attention of the management any inconsistencies that may be present, as well as adding our comments, in which we take into consideration the following:

- (a) The employee's attitude toward his work.
- (b) His attitude toward his co-workers and supervisors.
- (c) His spirit and willingness to cooperate, and
- (d) His ability to perform his duties satisfactorily."

All applicants for employment are interviewed by Miss Sobral. The applications of those who measure up to the qualifications required by our company are filed under appropriate headings. "From these applications," Miss Sobral went on, "we select and send candidates to the various Department Heads or Section Heads for a test when a vacancy occurs or a new position is created for which they can qualify. In grading



Miss L. B. Vuyankiat

applicants, we take into account scholastic attainments, personality, past experience, if any, in the position applied for, and various intelligence factors.

"It is our intention, eventually," she further explained, "to build up a set of standard tests for various jobs or positions. We want to be sure to start a new employee on the right track, so that he or she will be placed in a position for which he or she is best fitted."

*(Continued on page 29)*

Miss A. Valenciano





## EXECUTIVE Notes

By CRISPIN B. GABRIEL, *Correspondent*

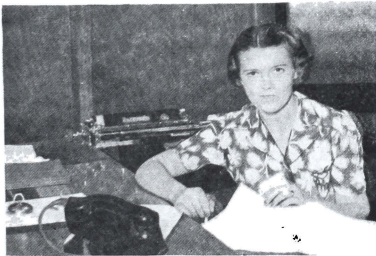
We note here with regret the resignation of Miss Carmen Rickards, the efficient Stenographer-Typist of our Assistant General Manager, Mr. T. L. Hall. Miss Rickards, by her cheerful disposition, charming personality, and diligent application to her duties, won a deep place in the hearts of all of us here. She is an alumna of the Assumption Convent, an exclusive school for girls in Manila.

The Executive Department will miss her participation in the inter-departmental acts for our annual picnics in which she has always assisted so splendidly.

We understand that after the Holy Week, she left on a trip to the Southern Islands to visit friends and relatives. We all join in hoping that she enjoyed this trip immensely.

\* \* \*

Mrs. A. H. Iserson has joined our executive force as Stenographer and Assistant Secretary to Mr. Hall, taking the position vacated by Miss Rickards. Mrs. Iserson has had considerable experience along secretarial lines; in fact, the quality of her work and her methods in handling it prove this conclusively. One thing we notice is that she never leaves her desk until a particular job is finished even though this may be considerably after closing hours, which evidences a splendid spirit.



Mrs. A. H. Iserson

Mrs. Iserson made a trip around the world before coming to Manila. We are all interested in this trip and hope she will tell us some of the interesting things she ran across, some of these days. We take pleasure in welcoming her to our Executive family.

\* \* \*



Miss Lucy Tohl

When Miss R. A. Sobral stepped into her new position as head of the recently created Personnel Section, she was replaced as Secretary to Mr. Hall, Assistant General Manager, by a very charming and capable young lady—Miss Lucy Tohl. Miss Tohl is another of the kind of employee whose first thought is her work, and even though the time signal may ring out deafeningly, or the hands of the clock point temptingly to the hours of departure, she still lingers at her desk unmindful of anything but the job in hand. We hope that she will find a few minutes someday to tell us of the two and a half years she spent in Germany.

\* \* \*

Another newcomer to our ranks is Miss Salvacion V. Muñoz, who has taken the position of Information-Clipping Clerk, left vacant by Miss Lourdes Vuycankiat, when she assumed her new position as stenographer in the Personnel Section.

How would you like going through all of the papers published in our City, day by day, and clipping everything that is of interest to our Company until the papers themselves were merely skeleton strips of paper? Well, Miss Muñoz not only does that but finishes it by pasting the clipped items so attractively that they come to the desks of our officials as a work of art.

Miss Muñoz formerly worked as a stenographer for the Universal Pictures, Incorporated (Manila Office), and is also a distinguished coed of the Far Eastern University. She is at present a sophomore in Commerce and was once a secretary of the Student Council. Her popularity is so great that



Miss S. Muñoz

even the college paper contains poems and articles lauding her brilliant activities. We welcome Miss Muñoz as another asset to our Executive family.

\* \* \*

One more addition in this department is Miss Maria Romano, a nineteen year-old Lacson College pre-law student. She works with Miss Muñoz at the Clipping desk. Welcome to you, Miss Romano: the Company will be proud of her own Portia someday!

\* \* \*

Through this column, our department takes pleasure in congratulating Mr. Carlos Reyes of the Statistician's Office, for his recent acquirement of a "Bachelor of Science in Commerce" degree from the Jose Rizal College.

We might mention incidentally, that he is one of the leading members of our Company Orchestra.

\* \* \*

Mr. and Mrs. I. N. Sugang are back at their desks again and still thinking the world was just made for them. They just recently "walked down the aisle" and at the same time took their two weeks' vacation. Mrs.

Sugang is the former Miss Illuminada Noble of the Statistician's Office and the groom, from the Plant Manager's Office, is Mr. Esteban Sugang, the daring young man who went domesticated.

They have our most sincere wishes for good luck and happiness.

\* \* \*

Mr. Alejandro Pardo of the Paymaster's Office, took his annual vacation at the same time that his people in Spain were dancing in the streets in celebration of the peace that had come to their country. Alex spent his vacation celebrating here in the city but is now back to his work.

\* \* \*

The writer too will soon be making his way home, in Northern Luzon, on a long anticipated vacation and visit to his home-folks.

He cannot say anything about this vacation except that he would not exchange this occasion for any carnival or exposition.

### "Poise" Defined

(Continued from page 10)

And that gives great freedom and a sense of power. Formerly whenever an embarrassing or impertinent question was put to the writer, it never occurred to him that there was anything to do but answer it. But he began to notice that other people sometimes on like occasions simply said nothing. They seemed to have reserves of power in that silence that he envied, so he began to try occasionally, just for the practice, not to answer even ordinary questions. It was much harder than he had expected. But when he finally succeeded, it was one of the great triumphs of his life.

Poised persons are almost always respected. They are usually attractive and influential. Poise alone gives one a certain importance. Like fame it will invest even an insignificant personality with magnetism and weight. His effortless but directed behaviour gives a sense of power. You'll be pleasantly moved to find how much more consideration you are given when you know exactly what you are doing every moment than when you let your nervous force waste itself on unconscious emotional action.



## Commercial REPORTS

By J. A. PAREDES, JR., *Correspondent*

There was something intimate and home-like in the banquet given by the Commercial Department employees on April 4th at the Great Eastern Hotel, in honor of Mr. Ledesma, their General Commercial Manager, and his wife, who left on April 14th on board the *Empress of Canada* for a combined business and pleasure trip to the States. The guests of honor had arrived ahead of everyone and as each employee entered the banquet room, he was greeted graciously as one visiting them at home.

Even the speeches were intimate, and personal. Mr. Ledesma praised his subordinates in the Commercial Department and expressed his gratitude to Mr. Stevenot and Mr. Hall for his trip. Mr. Hall spoke of the opportunities for new ideas which this trip would give Mr. Ledesma, of new horizons and view-points, and of the treasure-ship of ideas Mr. Ledesma would pilot home to the Philippines on his return.

Mr. Stevenot struck a more intimate note, recalling his first meeting with the guest of honor: how Mr. Ledesma had started to work in the Company then a one-horse organization in 1922, without pay; how he was impressed with Mr. Ledesma's self-confidence and modesty. Mr. Stevenot emphasized the fact that if there was any one to thank for this trip, Mr. Ledesma had only himself. Mr. Stevenot closed his remarks with a toast to the guest of honor.

Preparations for the banquet were handled by Mrs. Carlson assisted by Mr. Carballo and

Miss Chicote. The occasion was graced by the presence of Mr. Stevenot, Mr. Hall, Mr. Galvez, and all Department heads.

As a souvenir and token of their appreciation and esteem of their General Commercial Manager, Commercial employees gave Mrs. Ledesma a handsome leather bag and to Mr. Ledesma a traveling kit.

\* \* \*

April 1 may be April fool's day for most people, and that's what Miss Mary Jones, Sales Office Manager, thought four years ago, when Mr. Hall told her he had a company job for her. But she got the job, and was promoted; and is still working for the company. So, she says, if her admission into the Company was a practical joke, it is still going on, and is a very pleasant one, too.

Ourself, we offer our heartiest congratulations.

\* \* \*

Mr. Jesus V. Fernandez, messenger, came to the office one morning, wearing one of his brightest smiles. For something had happened the night before, to change his usually serious mien. He had been awarded a silver medal for academic proficiency in the University of Manila High School Department, from which he graduated as salutatorian. Congratulations!

\* \* \*

Miss Adelina S. Chicote reported to the office last Monday, April 4th, happy with memories of a two weeks vacation in Iloilo, spent with a chubby, toddling nephew and its proud parents. Mr. del Pozo took charge of the F. A. section during her absence.

\* \* \*

Other vacationists this month were: Miss  
(Continued on page 24)



Farewell dinner given Mr. and Mrs. E. B. Ledesma





## ACCOUNTING *Brevities*.....

By A. R. AZARRAGA, Correspondent



Mr. S. Javier



Mr. C. Jeturian



Mr. P. Bautista



Mr. P. E. Ramos

In recognition of their outstanding and splendid work in the field of public accountancy and the long years of practice of their profession, the Board of Accountancy has recently bestowed upon our Auditor (Mr. Simplicio Javier), Assistant Auditor (Mr. Crispin Jeturian), Chief Accountant (Mr. Potenciano Bautista), and Head Examiner (Mr. Pedro E. Ramos) the honor of a C. P. A. Certificate. The whole Telephone Company personnel ought to be proud of these gentlemen who have merited such signal recognition. The whole Accounting personnel and, with us, our co-employees from other Departments stand up and cheer "MABUHAY"! Congratulations, gentlemen. We bid you, one and all, best wishes, good luck "MABUHAY" again.

\* \* \*

"The pleasure of travel comes from new sights and scenes, new people and customs, new conditions and surroundings. The real benefit from any vacation is derived from a change of climate and environment. Those who live on or near the sea level, find greatest recuperative advantages in spending their holidays in the mountains. The higher altitudes, fragrant with the ozone of the pine forests and pleasant coolness of the mountains,

are particularly beneficial as they provide a complete and invigorating change. Of all the hill resorts in the Far East, Baguio deserves its title as the world's most beautiful mountain city. It is the gateway to unusual and unique scenic grandeur unsurpassed anywhere. It is the portal to the great Mountain Province, with its thousands of square miles of pine, oak and sometimes orchid-covered mountains, served by the world's greatest system of high-altitude motor roads...." We have quoted the above from a popular travel handbook. (Maybe popular, but not necessarily based on facts—Ed.) We have let our imagination wander to the whole length and breadth of the land, living and exulting in the delights of travel, feeling the cool and invigorating mountain breezes fanning our feverish brow. And then, when we come to the end of our wanderings, when at last we close the travel handbook and thus come to reality, we ironically smile at ourself when we remember that we left the electric fan beside us, going for hours at full speed with the resulting increase in electric current consumption for the month and the consequent increase in our electric light bill.

For some, such travel is a reality, not a dream. A number of Accounting employees took advantage of the four days vacation early this month and spent the week-end in Baguio. Most of them went up where the pines reign supreme in magnificent grandeur, where the temperate coolness renews once more the thrill and the joy of living. Our Plant Accountant, Mr. A. Javier, would accept no substitute for a sojourn in the Pine City. He had a wonderful time in his preferred manner. "It's a real vacation," he told us. And we are with him in his belief.

\* \* \*

Continuing our well-wishing, we say "Welcome back" to Messrs. P. Leveriza, Assistant Chief Accountant, and Esteban Cruz, Stock Clerk. They come back after an enforced leave of absence due to illness.

\* \* \*

Mr. C. Martin celebrated his 32nd year of existence with a party at his home in Sampaloc. We congratulated him with a timely question: "How is life, Mr. Martin?" And he said: "Life is one doggone thing after another." Just the same, happy returns of the day to you.



Of course, you know the smiling young man in the picture. But how about the young girl beside him? Lest you jump at conclusions, we hasten to inform you that the young couple are none other than our Mr. Ted Arce and his petite young missus. Mr. and Mrs. Arce were in Baguio for a change and, shall we say, for romance and reminiscence: all over again? (Note the prominent letter "A" in Mr. Arce's sweater. That stands, ladies and gentlemen, for "ACCOUNTING").

Other vacationists in this Department are Messrs: R. M. Kalalang, E. R. Tajo, J. R. Lorenzo, R. Cajapay, P. E. Ramos, J. Bautista, R. Ariston, Y. O. Neyra, R. Cartera and A. Lazaro. Mr. Kalalang betook himself to where the cogons grew wild and long. Mr. Tajo sailed the seas for home sweet home. "The city is a good place for a vacation," said Mr. Lorenzo. "But you should go to the province for that rest and peace," we were told by Mr. Lazaro. Long walks, long sound sleep and good, nourishing food for me", affirmed Mr. Neyra. "And that goes for me, too," said Mr. J. Bautista. "Lest you forget, after those walks in the morning wind up to the church for a prayer or two," chanted Mr. Ariston. "But, remember that religion comes after obligation," finished Mr. P. Ramos. "You have, one and all, had a grand time," we concluded, "And that's vacationing in the preferred manner!"

We are proudly reporting, in this column, recent graduates in this Department. We have Mr. Eugenio de Paz, B.S.C., Mr. Catalino San Pedro, A.S.C., and Mr. Gregorio San Pedro, A.S.C. Our heartiest congratulations go to the trio for their success. This is an inspiration for each and every employee to attain the summit of success, no matter what.

## Commercial Reports

(Continued from page 22)

Filomena Vidal, and Messrs. Bagtas, Pos-trero, Valencia, Escolar and L. Tolentino.

\* \* \*

Mrs. Carlson is one of the busiest persons in the Plaza Lawton office these days. She is acting Manila District Manager, the position which was vacated by Mr. Daza, now acting General Commercial Manager, and which is scheduled to be taken over by Mr. J. E. Christianson as soon as he returns from his convalescing in Baguio.

\* \* \*

Happy birthday to Miss Baduria! A little bird told us that the day was April 17th, and the society pages reported her holding a party the day before, at which intimate friends were present.

\* \* \*

Holy Saturday may have been a day for rest for the majority of Company employees, but not for a few heroes, among whom may be included Mr. Carballo and his staff.

## The Bulletin

The eight divisions of the PLDTCo. army of toll canvassers have reported definite advances into enemy territory during the month of February. However, there are still certain sectors not covered. The relative areas conquered the LD flag by the different divisions are:

1. Central Luzon—21.42% — Captain Leyba
2. Davao—17.96%—Captain Fernandez
3. Cebu—17.74%—Captain Ocampo
4. Manila—16.70%—Captain M. A. Jones, Lt. G. A. Daza, Lt. M. R. Carlson
5. Negros—15.84%—Captain Espino
6. Southern Luzon—14.89% — Captain Gomez
7. Panay—12.20%—Lt. Rodriguez
8. Northern Luzon—11.74% — Captain Herrera, assisted by Office Manager Periquet, and Adviser Mr. J. E. Christianson.

Badges of distinction are due to Capt. Fernandez of the Davao company for his able leadership in bringing his men from 4th to 2nd place; and Capt. Espino for leading the Negros contingent from 7th to 5th in the roll of honor.

(Continued on page 36)

## PLANT ACTIVITIES

### PARTY FOR MR. McCAIN

By C. GARRIZ, *Correspondent*

After an absence of almost ten months spent in the United States on what turned out to be a combined vacation, study and sick stay, our efficient and congenial Plant Manager, Mr. John McCain, returned aboard the *President Coolidge* on April 6th. The news of his return was anxiously awaited by everyone, not only because it would bring him back to us, but also because it would bring the glad tidings of his recovery to all of us who knew about the state of his health and have his interest at heart. We only hope that Mr. McCain's health has improved in proportion with his physique, as his waistline has been greatly reduced and he looks years younger than when he left us in June.

The Plant Department personnel just couldn't let such a happy occasion go by without some kind of a celebration, so Mr. McCain was the guest at the gathering held in his honor at the Club-house, to give those who hadn't yet had the chance, an opportunity to wring his hand in a hearty welcome shake. Mr. McCain obliged by standing at the entrance with a ready hand and a grateful smile.

Special mention is made of the personnel from the other departments who helped make our humble "pasalubong" a success. Thanks.

Over a microphone installed for the occasion, Mr. Andrada and Mr. Yruala extended Mr. McCain a warm welcome in behalf

of the entire Plant Department personnel. The Company Orchestra played the Telephone Company theme song and such suggestive old tunes as "For He's A Jolly Good Fellow," which express the feeling of the department toward its just and kind "boss".

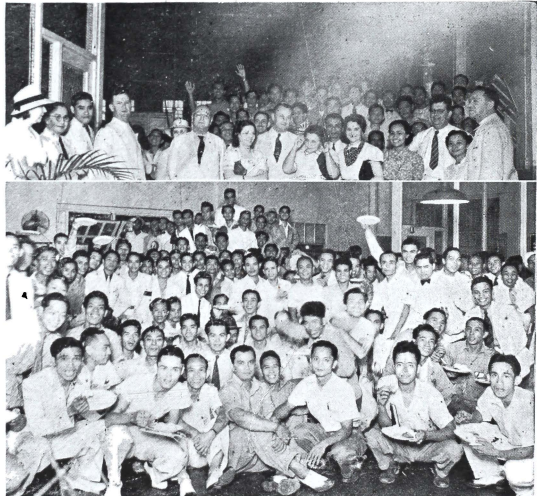
Ice cream and cookies were served to end the celebration, and judging from the quantity consumed to Mr. McCain's health, he should recover from whatever might be ailing him in no time. Let's drink to that, folks!

Through this column we reiterate our welcome to Mr. McCain and wish him all the luck, success, and happiness in the world.

### AUTOMATIC NOTES

By E. D. BOADO, *Correspondent*

Mr. C. Zaldua, Central Office Foreman, has recently taken over the additional duties of routine inspector. In this work he will supervise the various routines of the automatic offices, and see that they are carried out properly and regularly. Mr. Zaldua is also doing some work in connection with P.B.X. maintenance, to assure first-class results along that line.



Two views of the "welcome home" party for Mr. John McCain.



Mr. B. Tabanda is relieving M. C. Zaldua in the monthly inspection of the private telephone exchange at Cañacao, Cavite. Mr. Tabanda will undoubtedly like his new assignment as he will be given a chance to enjoy the thrill of riding in a ship every time he goes for inspection. He will certainly give us the desired results as he is well versed in P.A.X. maintenance work.

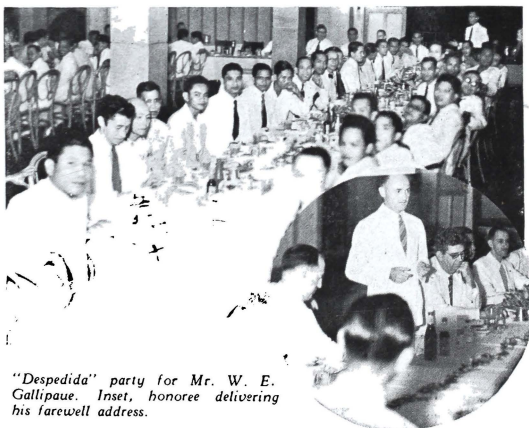
\* \* \*

Mr. T. Escuril, one of our Automatic Switchmen, played host to his fellow employees recently at a party to celebrate the birthday of his daughter.

Our thanks to you Mr. Escuril, for the splendid time we had, and many happy returns of the day to your daughter.

\* \* \*

The personnel of the Shops, Supplies, Garage, and Automatic sections honored Mr. W. E. Gallipae with a farewell banquet at the Cosmos Club, on Saturday evening, April 1st, on the occasion of his leaving for the United States on his foreign leave. We understand he will take advantage of his trip to visit leading telephone companies to get up-to-date information regarding the various improvements on telephone operations and procedures. We extend to him our sincere wishes for a good trip.



"Despedida" party for Mr. W. E. Gallipae. Inset, honoree delivering his farewell address.

Mr. V. General, Assistant Supervisor of Automatic Equipment, is handling automatic maintenance work while Mr. Gallipae is away.

\* \* \*

Through this column we wish to extend our deepest sympathy to Mr. A. Leonardo, our co-worker from San Juan office, for the sad death of his youngest son.

## ENGINEERING NOTES

By ANTONIO L. MILO, *Correspondent*

Vacation days are here again... an opportunity for rest—for recreation—for visits to home folks, home towns, relatives and friends. It would be interesting to record the vacation activities and experiences of our employees, the places they go to, the things they do, the happiness and benefits they derive from the two weeks to which they look forward so eagerly each year.

\* \* \*

The recent Holy Week holidays gave many of our employees an opportunity to get out of town and spend four days in the various cool and shady spots in and about Manila. A few of our people visited Baguio but the less fortunate ones had to content themselves with places closer to home.

\* \* \*

Mr. McCain, Our Plant Manager who has been absent for some months arrived on the *President Coolidge* on April 6th. On the afternoon of April 10th, the Plant employees gave a welcome party at the Clubhouse. It was a happy occasion for a happy purpose and the affair was thoroughly enjoyed by all.

**MAINTENANCE'S "THIS AND THAT"**

*By T. DE CASTRO, Correspondent*

If you should be assigned to carry a message to Garcia, it will hereafter be an easy matter to find your man, for today the "Garcias" are "taking a bow" and their various locations should accordingly be easy to trace. The first on the list:

SEVERINO GARCIA—entered the employ of our company in the year 1917....



Mr. S. Garcia

...joined the Signal Corps of the United States' Army in 1919.... tried to get into the front lines but was kept busy most of the time doing repair and installation work in the various depots and headquarters.... was honorably discharged from the army in 1921 and promptly re-admitted to our company where he showed his talent and ability to such an extent that he was promoted by various stages to his present position in which he has just completed the tenth year, and filled it capably and well with credit to himself.

\* \* \*

AMADO GARCIA—One of the deep dark mysteries to Amado is why, for the past



Mr. A. Garcia

fifteen years, his friends have insisted on calling him "Manok" (which, translated to English, means chicken), and when and why they started to do so. As a matter of fact, when asked about it, he said, "I haven't the slightest interest in poultry, and I never go to cockfights,

but my friends and acquaintances seem to take delight in 'clucking like a hen' or 'crowing like a rooster' whenever they see me, and I just let it go at that." It's a deep dark mystery to us all—but mysteries will out and one of these days, we will get to the bottom of it.

Amado will have served our company exactly sixteen years on May 14th next. He started in the shops, was transferred from there to the Bodega, and finally found his true calling as an installer, in which position he is second to none.

MAURICIO GARCIA—Almost immediately after the March issue of the magazine came out, we received a complaint from Mauricio



Mr. M. Garcia

Garcia, saying that we had made an error in his title in mentioning him in an article. We have already apologized to him and wish to correct our error by informing our readers that his title is "Acting Installation Foreman" instead of "Acting Repair Service Foreman" as printed.

Mauricio is one of the few men in our department who have the all-around experience gained on many jobs and who have a thorough knowledge of them all. He was first employed as a shop hand, then he was made a rack man, then by progressive steps, he was an installer, an automatic switchman, a repairman and to round out his experience, a member of the drop wire crew. From the latter position he became an assistant to Mr. Baltazar, our Supervising Installation Foreman, and is doing splendid work in this capacity. His "hobbies" include hunting, in which he is reputed to be an expert shot.

\* \* \*

We also mention Casiano Chaves Reyes, the man who, with Ramon Gelacio, installed



Mr. C. C. Reyes

the first dictaphone in the city. Have you ever heard of this instrument? Well, it is sort of a small box into which you talk as if in an ordinary conversation and your voice is sent to any place in the building in which you wish it heard. The installation mentioned above was made in 1936 in the Bank of the Philippine Islands.

Like Severino Garcia, he left the company for almost a year, but unlike him, he did not join the army nor... the navy! He simply left, and that's all. Re-admitted by Mr. McCain in 1936, he was placed under Mr. Cousart's supervision, where he still remains. His formula for success in his work embodies three elements: knowledge of the work, industrious endeavor, and pleasant, happy association with his co-workers.



By D. C. RICAFRANCA, *Correspondent*

One of the important events of the month for our terminal office people was a trip of inspection to the headquarters of the Radiophone section located in the Bodega building on Marquis de Commillas. Among the interesting things we saw were the improved type terminals which are under construction there for replacement of some of the present terminals. We also spent considerable time examining the intricate equipment which is being made ready for use in connection with the proposed radiophone channel between Iloilo and Bacolod. A number of the features in this equipment are entirely different from those used in our present radiophone equipment.

\* \* \*

Several far-sighted members of our Radiophone section who have scheduled their vacations for this particular time are spending their vacations in cool spots far from the noise and heat of the City. A check-up of those on vacation reveals that Mr. Acevedo is in Capiz visiting parents and friends. Mr. White of the Bodega force is in Leyte and Mr. Buenviaje, Supervisor of our Sucat receiving station, is reversing the usual order and vacationing in Manila.

\* \* \*

The Radiophone section boasts of one of the best students in the "Better English" classes conducted by Professor Kupsch and takes pleasure in introducing him to our readers in the person of Mr. Jose Sabater, Acting Terminal Supervisor, Manila. We extend our sincere congratulations to Mr. Sabater, who in spite of the stiff competition which prevailed in the recent examinations, secured one of the three highest grades.

\* \* \*

Our Senior Engineering Assistant, Mr. Joaquin Santarromana, spent a number of days in Cebu last month on a trip of inspection. While there, he made a series of tests and adjustments of the equipment and apparatus in the transmitting and receiving stations and the terminal office, and reports that everything is now in first-class condition.

The names of Mr. B. Adriano and Mr. C. Timbol appeared in our hospital list this month. Mr. Adriano, who is from the Sucat receiving station, suffered an attack of tonsilitis and was sent to the hospital for treatment. Mr. Timbol, who is employed in our Manila terminal office, also spent several days in the hospital recently. Both of them are back at work and fast regaining their normal health.

\* \* \*

We did not realize until recently that the Radiophone Section could boast of such a large representation in the field of sports. It appears that almost everyone in our section has a bent for athletics of some kind. Standing high among the bowlers for instance, we have Mr. Oclassen, our radiophone chief, and Messrs. Aniban, Brooks, J. Sabater, Fernandez, Blanco, Domingo and Santamaria. Among the ping-pong experts we find Messrs. Adriano, J. Sabater, Guerrero and Buenviaje. Messrs. Acevedo and Hayag of Los Baños, and Blanco of Manila, make up a formidable trio in tennis and Mr. Grajo has the reputation of a master chess player.

\* \* \*

Mr. L. Dagani, of the terminal office, is the latest one of our force to qualify for membership in the exclusive and happy organization known as the "Fathers' Club". His qualification is represented by the recent arrival in his family of a splendid baby. Mother, father and the baby have our best wishes.

\* \* \*

Mr. J. M. Blanco, one of the popular and efficient members of our terminal office has recently succeeded to the title of Combination Clerk and Operator, which position he is filling, capably and well. Congratulations!

\* \* \*

The "Camote" club of our office enjoyed a get-together party on the last day of March. After a generous round of ice cream accompanied by our special delicacy "crunch", we got down to the real business of the occasion which was try-outs for bowling scores. None of the scores were high enough to be very encouraging but we demonstrated that we have talent and a little consistent practice may do wonders. Here is hoping!



## Traffic NEWS

By TOMMIE OSSORIO, Correspondent

Best wishes and every luck to:

M. V. Santos	April 11th
V. J. Russell	" 12th
C. Richards	" 12th
F. C. Reyes	" 14th
P. Reyes	" 28th
P. Mendoza	" 29th
M. C. Lopez	" 30th

Flower of the month: Sweet Peas

Birthstone—Diamond

Club Inauguration:

The Long Distance Employees' Club had its formal inauguration March 25th with oodles of enthusiasm, vim, and vigor. "Us gals" of the traffic department were more than casually interested for the obvious reason that we took part in the volleyball game against the Managers team which we incidentally won. (In case you are curious to know the results... as if you couldn't guess!) Badminton and bowling games were also exhibited by other departments. Before you take anything for granted, let me tell you that the volleyball team was composed of girls... you know... the weaker sex... or so they said once!

Getting down to brass tacks, the clubhouse is really something to brag about. From now on, you will find "us" employees getting together even on Sundays... that is, in the clubhouse.

Going Up!

Congratulations are due Miss V. J. Russell... who has been promoted to Assistant Chief Operator!

Holy Week-End!

Every employee looks forward to the Holy Week, for more than holy reasons! Somehow or other, it always seems to give us three or four days vacation, and, in general terms, that means being able to get away from the "hot and boring city." This year found a lot of Traffic girls in Baguio... among them Felize de Guzman, Dolores Hernandez, Milagros Garcia, Maria Reyes, Lily Pardo de Tavera, Mrs. Delfin L. Tenorio (who was in the night train as was also our Chief Operator, Miss Brown.)

Easter Babies:—

Mrs. de la Paz gave a birth to a baby girl... her eleventh child! (She may be the reason for the increase in the census.) Also in this season's blessed event calendar is Mrs. Robles, also of the traffic who has an Easter baby.

### The Personnel Section...

(Continued from page 17)

As a part of her new duties, Miss Sobral will continue her work in the various social activities of the company in which she has engaged in the past, such as the annual picnics, the various get-together meetings, children's Christmas parties and Employees' Club activities. She is particularly interested in the employees' health. "In fact, it is my particular hobby," she said, "and with the advice and cooperation of Miss Valenciano, who is very willing and helpful, I am hopeful that we can establish some form of an illness preventive campaign, as we believe that it is more practicable to prevent an illness than to try to cure it after it is contracted. We also intend to encourage employees who have questions or doubts regarding their health, budgets, diets, etc., to come to us and let us help them in their problems."

"Mr. Stevenot," she added, "is interested and anxious to help employees arrange their family budgets so that no matter how small their income may be, they can make both ends meet and keep out of debt and live comfortably and happily. Our aim is to help them solve their problems, financial, social, or otherwise; but, of course, we will not impose our services or ideas on anyone. We intend to offer our help and guidance only to those who may ask for it."

In answer to a question regarding her work, Miss Sobral said that she finds it highly interesting.

Personnel matters, which Miss Sobral handled in connection with her previous work as secretary to Mr. Hall, have given her valuable training for her present work, as she was able to note the methods followed by Mr. Hall. In particular, she stated she had learned from Mr. Hall and Mr. Stevenot how to look on both sides of a question, how to arrive at a better, more tolerant understanding of things, and through all of these, how to make intelligent, fairer decisions.



### CEBU

By T. C. SINAY, *Correspondent*

Our temporary submarine cable running across the channel to Mactan Island failed on March 27th, cutting off the service of the Philippine Refining Company, the Standard Oil Company, the Texas Oil Company, the Tidewater Associated Oil Company, and the Hoa Hin Dry Dock Company. The trouble was found to be due to friction of the cable sheath against the coral formation in the bottom of the channel where the tide is quite swift and weaves the cable back and forth by its various movements.

Mr. Gonzales, our Wire Chief, and Messrs. Cabahug and Cabanero, of his department, got busy at once and restored the service by stringing another set of lead covered parallel paired wires across the channel. It is hoped that the present facilities will last until the submarine cable that was ordered from the United States is received. This cable is expected here about the first of May.

\* \* \*

The overhauling and rearrangement of our switchboard has been completed. The overhauling work consisted of gauging all the multiple jacks, placing new sleeves where needed, and adjusting the springs in the jacks where necessary. As a temporary measure to carry us over until our new switchboard is received and installed, fourteen operating positions have been arranged on the ten positions of board. The work was done by Messrs. Bernabe, Sison, and Cruz, of the Equipment Engineering section.

The four additional operating positions were secured by cutting four adjacent pairs of cords each of positions two and three, four and five, six and seven, and eight and nine, and connecting them up as auxiliary operating positions, between the positions listed above. These positions are manned during all busy hours.

Six pairs of cords were tried on these positions at first, but at the suggestion of Miss Urbina, our Acting Chief Operator, and a pretty fair traffic engineer herself, the num-

ber was increased to eight, with considerably better results. With the help of these extra positions and the excellent training and assistance Miss Urbina has given her force, the overload caused by the heavy traffic on "steamer days" which occur five days a week, has been largely overcome. We hope that we can hold it this way until the new switchboard arrives.

\* \* \*

The art of securing good-will and good fellowship—a splendid asset possessed in large measure by Mr. Ocampo, our District Manager, popularly known as "OC"—evidenced itself materially recently when our Provincial Officials accepted a suggestion he made for the installation of a PBX system in the newly constructed Capitol Building and gave him the order for immediate installation. The system as planned by Mr. Ocampo will consist of a one-position common battery PBX switchboard, serving forty locals at the start.

The installation of the system is now in progress under the able direction of Mr. Gonzales, assisted by Messrs. Bernabe and Cruz, of Manila. Although the various groups of offices in the Capitol Building are now equipped with a series of wiring plans arranged for intercommunication with fairly satisfactory results, the PBX system will give a considerably more flexible service and add generally to its convenience. We understand that the switchboard will be equipped with a "conference circuit" arrangement which will enable the Governor to have group conferences with his staff, without any of them leaving their office. This was provided on the recommendation of Mr. Ocampo.

\* \* \*

The so-called "Grey-Sinay" Rhombic type antennae which was temporarily installed at our Basak station on bamboo poles, is out of service due to the collapse of the poles in a recent storm. This antennae was originally installed for testing purposes but gave such good results in connection with our Iloilo circuit that it was left in service. We have hopes that it will soon be replaced by a similar antennae, mounted on steel towers, as planned by Mr. Oclassen, our Radiophone Superintendent. With even a fairly good grade of transmission and reception between Iloilo and Cebu, considerable business can undoubtedly be developed.

Mrs. Del Mar, our popular and efficient cashier, gave birth to a splendid and healthy baby boy on March fifth. He was christened "Benjamin" and baptised on April ninth with Miss Nena Rodriguez and Miss Chuchu Sagarbara, acting as sponsors. The christening and baptismal ceremonies were followed by a party in which the guests helped to celebrate the happy occasion. Provincial Governor Buenaventura Rodriguez, the godfather of the baby, was unable to be present but was ably represented by Provincial Treasurer, "Iso" Fabella.

We all sincerely wish the baby the best of good luck and happiness.

\* \* \*

We are proud to report that our toll canvassing campaign is showing splendid results in increased toll usage.

\* \* \*

Mr. Sison of the Equipment Engineering section left for Manila on the S/S *Don Esteban*, April first. We appreciate the work he did here.

\* \* \*

Mr. Pondevida, who is playing the role of "Sherlock Holmes" in tracking down causes of poor transmission, has inspected 1,046 of our telephone stations to date. We understand that he always takes advantage of his visits to customers' premises to discuss the advantages of long distance service and recommend its usage.

\* \* \*

We wish to introduce, as a new member of our Cebu telephone family, Miss Carmen Sequera, whose home is on Shell Island, a few hundred meters from the Cebu shore. Miss Sequera is a charming young lady of splendid personality and attainments and a welcome addition to our force.

\* \* \*

We regret to report that Mrs. Sanchez, Mrs. Flores, Mrs. Santos, Miss Cequena, and Miss Ramirez of the traffic department, have been on the sick list this month, but we are glad to report that they are all well again and back on the job.

\* \* \*

Mr. Solon of our Radiophone section has returned to work after a well earned vacation spent in Manila where he had an opportunity to look over the various radiophone installations and listen in on our inter-island cir-

cuits and the overseas channels to United States, Europe, and various other points. He feels that his visit to Manila was very beneficial and instructive and that what he learned will assist him materially in his work here.

## DAGUPAN

*By E. E. ARGAO, Correspondent*

Our 1939 vacation schedule was ushered in by Mrs. Marcelina Zabala, our only married traffic member by the way, who reported when she returned after a splendid rest and enjoyable time. The writer, who was number two on the list, spent a pleasant, happy and restful two weeks' vacation in Lucena, Tayabas. Next came Miss Agustina de la Cruz, a charming and popular member of our force who is, at this writing, enjoying the delightful sea breezes and unparalleled scenery in her hometown in Lingayen.

We hope that the vacation of everyone of our telephone family will be as beneficial and as happy as the ones we mention here.

\* \* \*

We are congratulating ourselves on having acquired the services of Miss Maria Rosa Cuisen, as our vacation relief operator. Miss Cuisen seems to fit naturally into operating work and has given splendid service from the very first day of her employment. We hope that she will remain with us even after the vacation days are over.

\* \* \*

Among our visitors this month, was Mr. D. Laforteza a supervisor of the paymaster's section, Accounting Department, Manila. Mr. Laforteza selected the healthful climate and restful atmosphere of Lingayen for his vacation leave.

\* \* \*

Another Manila visitor this month was Mr. Cesar Galvez, traveling examiner of the Auditing Department, who was here in connection with his routine auditing of the various exchanges in the central and northern districts.

Mr. C. Galvez and Mr. R. Laforteza were guests of Mr. Herrera, our District Manager, at the Dagupan Rotary Club luncheon on March 1st, held at the Luzon Hotel.

\* \* \*

Mr. P. R. de la Cruz, a toll repairman of our district, has returned to his duties after

a month's stay in a Manila hospital where he was under observation and treatment for an acute case of tonsillitis. He has completely recovered and now looks healthy and well.

\* \* \*

Mr. Paco Zamora spent March 18th and 20th in the Northern District in connection with the toll service campaign. While here, he conferred with the various employees who are directly promoting this activity, and laid out further plans for the campaign. He expressed himself as very much gratified by the enthusiasm of all of our people here and the excellent results that have already been obtained in the present campaign. He visited Dagupan, Tarlac and Baguio.

While in our area, Mr. Zamora investigated the thefts of copper wire from our toll lines that have recently taken place in the vicinity of Tarlac, Malasiqui and Bautista. He was accompanied by District Manager Herrera. Plans were put into effect which we hope will be successful in catching the guilty parties.

## DAVAO

By J. SERRANO, *Correspondent*

We will miss the pleasant company and splendid service of Miss Elisa Atangan, who has resigned to live at home with her parents. Our best wishes go with her wherever she may be.

\* \* \*

Miss Lilia Morada who has been with us for a number of months in the capacity of student operator has been promoted to the position of regular operator taking over the trick left vacant by the resignation of Miss Atangan.

\* \* \*

Miss V. Pelayo, who recently returned to duty after a short absence due to illness, has suffered a relapse and is again absent from the office. We hope that her recovery will be permanent this time and that she will be with us again in the near future, well and strong.

\* \* \*

Mr. M. G. Fernandez, Manager of our exchange, returned to Davao on March 6th, after attending the quarterly managers' conference in Manila. Mrs. Fernandez accompanied him on his return. On the same boat

were two visitors, Mr. S. Javier, Auditor, and Miss A. Valenciano, Company Nurse, who were making their first trip to Davao. Mr. Javier spent three days with us, going over our accounts during that time and giving us a great deal of help and information in carrying them on.

Miss Valenciano, a diminutive and charming young lady, quickly won the hearts of all of us by her splendid personality and the hearty, human interest she took in everyone and everything. She left on the next lap of her trip on the same boat with Mr. Javier.

\* \* \*

On the afternoon of their departure, we all joined in giving a lawn party as an expression of our happiness in having them with us and our pleasure in the return of Mr. Fernandez and the arrival of his wife. Mr. Gumban, our Wire Chief, and Mr. Sison, our Radiophone Supervisor, arranged a short but interesting program for this party in which employees from all of our departments participated. Mr. Javier followed the



Farewell party for Mr. S. Javier and Miss Valenciano

program with an interesting talk in which he expressed appreciation for the courtesy and hospitality extended to Miss Valenciano and himself during their stay in our city. After this, the refreshments committee took charge and served us with generous helpings of delicious ice cream and cake.

Manager Fernandez closed the affair with one of his splendid talks and, after singing the company theme song, we regretfully bade good-bye to our visitors.

\* \* \*

Construction Foreman Damasco has a crew of men at work extending cable facilities



on our radiophone transmitting station located at kilometer six, on the north Davao road.

\* \* \*

We welcome to our Davao Telephone Family, Mr. Pedro Lomado, our new radiophone relief operator, whose services will allow our radiophone employees to have one day off each week, something previously impossible on account of a shortage in personnel.

## ILOILO

By M. BERNARDO, *Correspondent*

The employees of the Iloilo District deeply mourn the sad and untimely death of their beloved co-worker and associate, Mrs. Remedios Mombay. A long procession composed of all the members of our Iloilo telephone family who could possibly be spared from duty marched sadly after the hearse which bore her body to its final resting place and paid their last rites to her there. The girls of the traffic department wore their white uniforms during these rites in respect to their departed comrade. Most prominent of the many floral offerings was a beautiful wreath sent by Mr. and Mrs. Stevenot as a token of their sorrow in the loss of such a loyal and efficient employee.

\* \* \*

Judging from the beaming countenance and happy bearing of our hard working District Manager, Mr. Rodriguez, after his return from the recent Managers' Conference in Manila, we are sure that he accomplished much there in favor of our district. We are reminded daily, by the many privileges we enjoy of the sincere interest Mr. Rodriguez takes and has taken in our welfare here.

\* \* \*

The most outstanding event this month was the visit to our District of a group of distinguished visitors in the persons of Mr. and Mrs. Gary, Major and Mrs. Stevenot, Mr. Reimers and Mr. Daza. Mr. Gary, as we all know, is the chairman of the Board of Directors of our Company. He had heard many favorable things regarding Iloilo before coming here, he said, and was pleased to find all of these things were true. Major Stevenot, although he may not find time in his busy life to visit us very often, again

showed that his interest in Iloilo, its people and its progress has not diminished and that we have, as ever, his best wishes for our



*Panay District personnel posing for Mr. Stevenot and Mr. Gary*

betterment as well as the continued development of our city.

We took advantage of his visit here to suggest the extension of our lines to Arevalo, which is now a part of Iloilo City. He appeared interested in this and, if we understood him rightly, will ask that a study be made of the possibilities of extending our service to that point.

As a future reminder of their brief visit to Iloilo, a group picture of our distinguished visitors was taken just before their departure, with the front of our building as a background. They bade us good-bye at 12:10 p. m. on March 11th. We hope for another visit from them.

\* \* \*

An exhibition game of volleyball took place between our team and the Iloilo City Employees' team on March 13th. Our team had the misfortune to lose this tilt by a small margin. Our defeat, however, was valuable to us in that it brought out a number of defects in our team work and taught us how to correct them. The City Employees' team was composed of veterans in the game, while our lineup, with the exception of one or two players, were apprentices more or less. We gave an ice cream party after the game and drowned the sorrow caused by our defeat in three gallons of that delicacy.

\* \* \*

On March 12th, Mr. Rodriguez arranged to have a picture taken which included the



entire force of employees of the Iloilo District. This picture was presented to Mr. Gary so that he could see us all, as he did not have a chance to meet every one in person during his visit here.

\* \* \*

A visit which proved doubly beneficial to us all was that of Miss A. Valenciano, petite and capable nurse of our company, who was here for a short stay during the early part of March. We say doubly beneficial because her presence here gave us an opportunity to delve into her charming personality and to receive, at the same time, a splendid talk and a lot of helpful advice on that ever interesting subject, the maintenance of health and prevention of sickness. Only a person with such good nature could have answered as she did, without reservation, the many questions we asked. She even had a ready answer for one of our inquisitive boys who had the nerve to ask her why the male heart beats so much faster when setting eyes on such a beautiful lass.

We shall always remember her visit as an especially welcome and pleasant one and look forward to having it repeated.

\* \* \*

As this is written, Job Order No. 761 is in progress, changing the antenna poles at our radiophone transmitting station from wood to truscon steel poles. These poles will provide strong substantial supports for our antenna wires and prevent any possibility of interruption from typhoons, etc.

\* \* \*

We record here with a great deal of pleasure the marriages of two popular and charming members of our traffic department:

The first of these was Miss Generosa Sarda, who gave her heart and hand to a "six footer" of San Miguel, her hometown, and became Mrs. Balleros.

Not to be outdone in these affairs of the heart, Miss Maria Combronero followed suit by walking up the aisle and becoming Mrs. Gonzales.

Our best wishes for a long and happy married life to both concerned.

### LUCENA

By A. V. ANDA, *Correspondent*

On the afternoon of April 11th, our office was favored by the unexpected but wel-

comed arrival of Miss Josefa Perez, Acting Traveling Traffic Supervisor of this area. While here, she gave a series of instructive talks to our operators on various phases of local and toll operating work and also conducted drills in the correct pronunciation and enunciation of the various phrases we use, and of figures, both singly and in combination.

This was followed by demonstrations in the correct handling of cords and plugs, and the value of team work in connection with operating.

She spent the day of April 13th in San Pablo, our neighboring exchange, where she gave the operators some preliminary instructions along the same line as she did here, after which she returned to our exchange and is still with us at this writing, carrying on the work she began. Needless to say, we have been greatly benefited by her splendid help.

\* \* \*

Mr. Virgilio Gomez, our District Manager, and Mrs. Gomez, are in Manila where they are spending a well earned vacation and we sincerely hope it is a pleasant one. We are all looking forward to their return.

\* \* \*

Mr. Francisco Zamora, the Commercial Representative of our company, paid a short but interesting visit to Lucena Exchange last month. His visit was principally in relation to the long distance sales campaign. While here, he gave a talk to a gathering of the employees in which he spoke of the importance of our toll canvassing campaign. He also discussed the canvassing reports of our various employees in detail and commended us for the splendid work our people here have been doing. Miss Lagotoc and the writer of this column were made happy by the news that they had secured the highest rating of any of the employees in our district in the toll campaign.

### NEGROS

Congratulations to District Manager and Mrs. Gabriel Espino for the arrival in the family of a healthy baby boy on April 17th.

## SAN FERNANDO, PAMPANGA

By L. N. TENORIO, *Correspondent*

San Fernando, Pampanga, was favored on March 22nd, by a visit from Mr. T. L. Hall, our Assistant General Manager, and Mr. H. P. Mahoney, Chief Engineer of The Associated Telephone and Telegraph Com-



Mr. Hall and Mr. Mahoney with our San Fernando, Pampanga, boys and girls

pany. A luncheon party attended by the personnel of our exchange was arranged in honor of our guests. This luncheon was also made the occasion of the presentation of prizes to the winners of the 1938 Employees' Sales Campaign. Mr. Mahoney kindly consented to make these presentations.

Following the presentation of the prizes, we were favored with a talk by Mr. Hall in which he gave us a lot of splendid advice and many constructive suggestions that will go far in helping us do our parts in giving our subscribers a courteous satisfactory and reliable grade of service. We will all remember this helpful visit and the happy time we all enjoyed along with it.

We should add that while they were here, Mr. Hall and Mr. Mahoney had an opportunity to observe the heavy local and toll traffic we are handling over our three positions switchboard and the serious problem that is confronting us in keeping the public satisfied. We are hopeful that they will lend their aid in having the additional facilities that we have been promised installed as quickly as possible.

## TARLAC

By G. L. DUAY, *Correspondent*

We are happy to record the return to our midst of Miss Narciso, who has been in

Baguio for the past year acting as chief operator for that office. Miss Narciso did splendid work in Baguio and left the office there in excellent condition. She likes Baguio as a city but her home and her home folks are in Tarlac and she prefers to live and work here. We are glad indeed to have her with us again.

\* \* \*

We are sorry to report the resignation of Miss Rosa Landigan, one of our most popular and capable operators. Miss Landigan left us because of her poor health. She has been ailing for some time.

\* \* \*

Speaking of birthdays, we attended the celebration of one on March 6th, which will long be remembered as a most happy occasion. It complimented Mr. Vicente Bocaling, one of the members of our force, and was attended by many well-wishers including his family and a host of friends.

\* \* \*

Miss Teodora Layug has been advanced from the position of student operator to vacation relief operator and as such will take over the duties of us fortunate ones going away on vacation. She has proved an apt student and will no doubt carry on the work of the "absent ones" with credit to herself and our company.

\* \* \*

Tarlac office was visited on February 27th by Mr. Cesar Galvez, traveling examiner of the Accounting Department, Manila, who after inspecting our books and accounts and finding them all in order, continued on his way north.



Our Tarlac personnel with the examiner

### Commercial Reports

(Continued from page 24)

The Northern district phalanx of the PLDTCo army seems to be meeting with great difficulties, although they are still not behind schedule. However, they hope to be able to report better progress in the future with Mr. J. E. Christianson there to help them push forward into enemy territory.

Meanwhile the General Headquarters personnel in Manila has been increased. Mr. G. Hubilla, corporal, has been relieved of his duties and assigned to help Mr. Laureola as assistant secretary of the General Staff. Sgt. Paredes has been commissioned as press officer.

In Manila, the Plant Department Companies have so far indulged in careful reconnoitering and watchful waiting. However, Captains Cortes and Armildez have submitted their first reports of canvassing and promise big surprises in the near future.

Morale seems to be at a low level; so the Committee is now distributing in all camp a well-written pamphlet entitled "Let's Talk Long Distance," carrying valuable suggestions on how to increase the number of LD users.

It has been suggested that we not only talk long distance, but sing it, and if necessary to pep up the campaign, swing it. To oblige, someone has offered the following adaptation of "It's a Long Way to Tipperary."

Ready—  
 "It's a long way to our goal, boys—  
 It's a long way to go.  
 It's a way hard on the sole, boys—  
 To the land where toll calls grow.  
 Goodbye old depression,  
 Of our might beware!  
 It's a long hard way to our goal, boys—  
 But we'll soon be right there."

WE HOPE.



Party at Ramon Lee's Restaurant to celebrate winning by the Commercial Dept. of first prize in the Company Annual Picnic

### Plant Activities

(Continued from page 27)

A taxi turned ambulance is the story told to us by Mr. Albino Cortes, one day recently. Briefly, this is the story. A taxi carrying Mr. Cortes whizzed passed a crowd of on-lookers at P. Paredes, Sampaloc, surrounding a girl who had been struck by an automobile. Pity plus curiosity compelled Mr. Cortes to go back to the place of accident and finding that the girl's leg had been broken and that no one had notified the police or called for an ambulance, he picked the lady up and carried her to the sidewalk and after making her as comfortable as possible, located a policeman and called him to the scene. A number of persons in the crowd testified to the policeman that the girl had been ruthlessly knocked down by a car driven by a woman driver who sped rapidly away. The policeman, asked Mr. Cortes to take the girl to the hospital as he already had a taxi waiting. It ended with Mr. Cortes paying the taxi fare, and his name is still unknown to the beautiful victim of the accident. Now, Mr. Paredes, who is the better hero, yours or mine? (Consult your Commercial Reports in the February issue.)—Your hero saved a person who was attempting to die but mine saved one who might have died if she had not received immediate attention.

\* \* \*

Able-bodied Lorenzo Balagtas, Maintenance night clerk and ex-trainee in the Philippine Army, was summoned one day recently to appear before Miss Sobral, Personnel Supervisor. Having taken bookkeeping, as his personnel records revealed, she asked if he would like to keep the books in the Executive Office now kept by Mr. de Leon. Of course he accepted. Congratulations on your new position, Enchong!

\* \* \*

Sundries . . . On vacation: Mr. Earl M. Cousart, Pedro Diaz and Rosendo Rosales. On the sick list: Marcelo Costales, Catalino Capili and Valentin Gatchalian. New employees: Manuel Francisco, Emiterio Agozar and Juan Paguia.





**WHEN LIFTING**

*LIFT the RIGHT WAY*  
*and THE RIGHT WEIGHT*  
**YOU KNOW HOW**

~ L. E. WILLIAMS ~

LOOK WELL TO THIS DAY

**L**OOK well to this day—  
For it is life—the very life of life  
In its brief course lie all the verities and  
Realities of your existence  
The Glory of action  
The bliss of growth  
The splendor of beauty  
For yesterday is a dream  
and tomorrow is only a vision  
But this day, well lived,  
will make every yesterday  
a dream of happiness, and every tomorrow  
a vision of Hope.

—*Anonymous*