

# The

## "LET YOUR HAIR DOWN"

### Column

**T**HE *Journal* this month had distinct and heartening evidence of the dependability of the invaluable cooperation it is receiving from the writers of the various columns published each month under "The Business View" heading. The editor, realizing that the usual monthly date when the material for these columns falls due fell on our about Christmas Day, when many of the writers would be either especially busy or at least otherwise occupied, sent out a letter to them stating that he had been having nightmares about the January *Journal* coming out perforce with some of the best columns missing, and asking that if it were at all possible they send in their copy before Christmas. He averred in closing that Heaven would reward them.

The response,—which is deeply appreciated, was that all but four or five of the regular column contributors sent in their copy well before Christmas Day. Of those who did not, one was in a hospital, recovering from an operation, and the others, we are sure, also had good cause for not being able to comply.

This evidence not only of goodwill, but doubtless of a sense of responsibility on the part of the thirty or so men who are collaborating regularly in the publication of the present *Journal* without direct recompense, has buttressed our confidence and raised our morale. We may as well reveal the fact that there have been persons who have said that the *Journal* is really quite a unique production as a business magazine written by business men, but that it would not last. When the "novelty" wore off, the contri-

butors would "get tired" and "drop out", they said, or, if they did not say this outright, they would pityingly insinuate it. The editor would pale, and then hotly repel the idea. Indeed, the Index for 1947, published in the December issue of the *Journal*, shows no more than a normal "turn-over" in the writers of the columns published in "The Business View" pages.

Another, perhaps more upsetting reflection, made by some others, was that the material being published in "The Business View" department is too valuable to the column editors themselves "to give away". Why should these men make their hard-won information and their own carefully studied opinions available to their competitors, among others?

The implication of this is that these writers do not know what they are doing! We could not and would not deny that the material contributed by them is valuable. That is what we want it to be and know it is. Yet, speaking generally, we do not believe that it is necessary or even desirable that contributors to the *Journal* should "give away" information to their own detriment. We believe, too, that,—as it is often, though not wholly accurately, put, "the truth never hurt anyone"; anyway, not in the long run.

Why shouldn't a wholesaler say, for instance, that an over-supply exists. It is not to his interest to over-sell his customers. And why shouldn't he say that a scarcity exists, or is threatened, if such is the case? The chances are that if this concerns his own orders, his competitors know this well enough.

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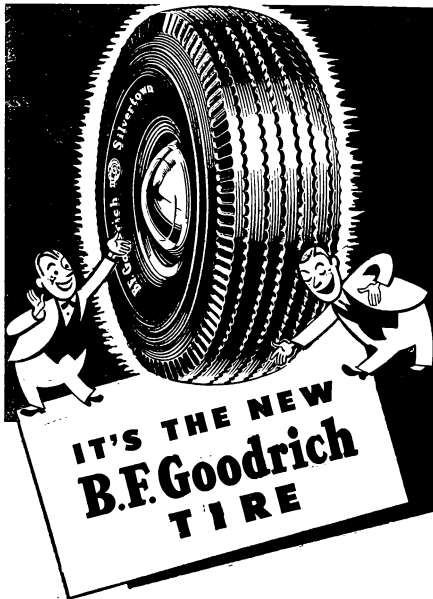
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To publish information of use to business men is the purpose of all good business publications. The idea back of the *Journal*, as it is now put out by the American Chamber of Commerce here, is that certain general local business information being either lacking or difficult to get to hand for easy reading and reference, there were certain distinct advantages to be gained if business men themselves would, as it were, club together and cooperatively supply this information for the benefit of themselves and such others as might read the Chamber's monthly publication. That is all there is to it, and the idea has proved entirely workable. Best of all, the information thus brought together each month, coming as it does from leaders of business here, at first-hand, has naturally proved to be authoritative and valuable. Now is the very success of the venture to be turned against it?

"The Business View" department, together with a strong, informed, and clear-cut editorial policy, promises to make the *Journal* a genuine factor in the development of the economic life of the country. The *Journal* is being read not only by business men for information, but it is read by many high Filipino and American officials who are the shapers of policy. Its articles and editorials are also widely reprinted, this widening still further its constructive and wholesome influence.

If one puts against this public achievement and promise of our joint enterprise, the fact that occasionally some "outsider" may be able to sniff out something in "The Business View" columns from which he can make some money he otherwise would not have made, and at the expense of one of the *Journal's* contributors, are we not justified in accepting any actual occurrence of this as entailing a sacrifice, honorably and deliberately incurred, for which we all owe him thanks? Whether their columns actually cost them anything more than time and effort, or not, our contributors merit our gratitude,—and manifestations of this whenever opportunity offers. We are certain that their professional attitude and their community spirit is recognized by all their readers, and that in one way or another they have their reward.

E. J. Mora, of the E. J. Mora Electric Co., Inc., throws additional light on the situation created by the present "Flag-materials Law," which was the subject of an editorial in the



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