

The "LET YOUR HAIR DOWN"

Column

WE had a very nice party on the occasion of the official opening of the Chamber's new offices in the Elks Club Building on September 30, 4:30 to 7:30 p.m. Several hundred people came,—members, government and diplomatic officials, heads of the other chambers of commerce, newspaper men—Filipinos, Americans, Britons, Spaniards, Chinese, etc. When the editor saw that everyone was properly dressed, he went so far as to put on his own coat and tie. There was ample food and drink,—the bar serviced by the Elks Club and the table by the Army and Navy Club culinary department next door. A special loud-speaker arrangement had been set up for the calling of cars, but it was some hours after the affair started before there was any calling.

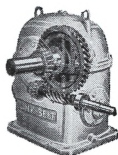
The festive occasion, in a sense, marked the debut of the new Executive Vice-President, Stanley N. Fisher, who was meeting numerous members of the Chambers and other prominent Manilans for the first time. There were so many friendly introductions and meetings, and the party was otherwise so exhilarating, that, perhaps, he may have been a little confused, when he noticed a quiet gentleman whom he had not met yet and, in the general atmosphere of goodwill which prevailed, he put his hand out to him and said, "Good evening, sir. I am Stanley Fisher. May I know your name?" The gentleman made a reply which in the hub-bub Mr. Fisher did not catch, but he made as if he had understood and asked, "What firm are you with, sir?" Then the gentleman smiled a little and said, "I am the American Ambassador." Mr. Fisher took a quick second look, and, we have no doubt that the world reeled for him at that moment, but he made a quick, if desperate, recovery, saying with an apologetic grin, "Mr. Ambassador, it must be refreshing to meet someone who does not know you!" After that, according to Mr. Fisher, they had a very nice chat about Manila, Baguio, Bontok, and how the Admiral had first come to these shores in 1914 as the commanding officer of a 420-ton destroyer.

"Now here is something!" exclaimed the editor, with a copy of the September *Fortune* in his hand. "I am delighted, of course, by the results of the 'reader survey' of the *Journal* recently concluded by a special Chamber committee, but listen to this, from 'Fortune's Wheel—Notes from the Publisher': "An editor knows from experience that success is measured by how

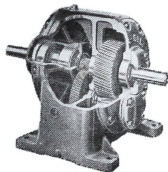
close he comes in practice to what he originally had in mind. (No good editor is ever satisfied.)

"Now what I originally had in mind in planning the *Journal* was not anything based on a questionnaire, but on my experience as an editor and, furthermore, on what I admit was a half-intuitive idea of what businessmen, especially American businessmen here, needed and wanted. And although I am not fully satisfied,—as I should not be, I do feel that the *Journal* comes fairly close to what I 'originally had in mind'. I have been very fortunate in that the Chamber Board went along with me in this, and gave me the op-

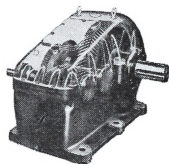
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portunity I needed, in that the members also supported the *Journal* with their advertising, and in that the readers have supported the *Journal* with their subscriptions, some of them for three and four years in advance. I repeat that I myself am not entirely satisfied with the *Journal* as it is; I hope for improvement and will work hard for it; but I am pleased with the results of the questionnaire, though, as I said, no questionnaires had anything to do with the planning and laying out of the *Journal*. Like anything of the sort must always be, it was in inception a piece of creative work and our big task is to keep it so."

THE "Readership Survey" was conducted by Robot Statistics under the direction of a special "Journal Financial Committee" appointed early this year by Mr. Paul R. Parrette, President of the Chamber. The Chairman of the Committee was Mr. Harry A. Lee, President of Philippine Advertising Associates, Inc., and the other members were Mr. J. Lasley, of Grant Advertising, Inc., and Mr. Richard Bownass, of the International Harvester Company of Philippines.

In a covering letter to Mr. Parrette accompanying the report, Mr. Lee stated that the survey established that (1) the *Journal* is well read

by recipients and pass-on readers; (2) back copies are retained and used for reference purposes to an important degree; (3) all of the 26 regular features are read by enough people to justify their retention; and (4) the *Journal* is well thought of by 9 out of every 10 readers and no unfavorable comments or suggestions for improvement were made by enough readers to warrant attention. "The survey strongly indicates and confirms the fact that the *Journal* is well read, respected, retained, and, as such, must be a publication of influence."

The survey covered only Philippine readers and not the overseas readers of the *Journal*. Mr. Lee, in his summary, stated that the "survey findings indicate that the *Journal* is exceptionally well read... 75% of *Journal* recipients read it regularly..."

"There are strong indications of substantial additional readership particularly among employees of companies receiving *Journal* copies... 83% of *Journal* recipients say other people read their copies and 78% of the secondary readers are employees."

"That the *Journal* has retention value and is utilized beyond first reading is indicated by the following findings: 76% of *Journal* recipients file their copies; 52% use the *Journal* for reference purposes; 12% take their copies home."

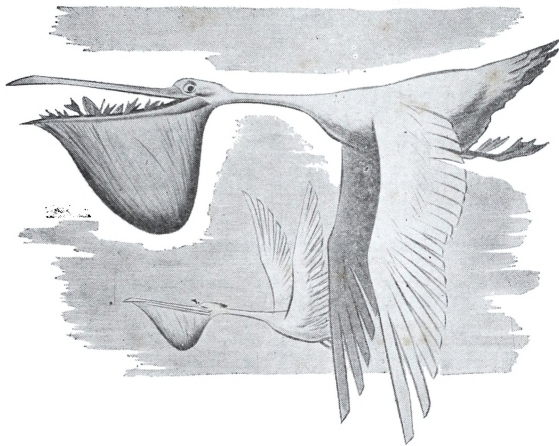
"Of the 26 regular features, none is read by less than 1/3 of the *Journal* recipients either regularly or occasionally; editorials are best read, the range of readership by features being 33% reading Freight Car Loadings up to 93% of recipients reading Editorials regularly or occasionally."

The foregoing was quoted from the summary of the report prepared by Mr. Lee. Readers, and our column editors, too, will be interested in the percentages of recipients of the *Journal* who read the various features (total percentages of regular and occasional readers):

Editorials, 93.2%; Articles, 80.7%; Legislation, Executive Orders, Court Decisions, 85.7%; The Government, 75.7%; Imports, 71.1%; Cost of Living Index, 69.2%; Banking and Finance, 67.9%; Ocean Shipping and Exports, 62.5%; The "Let Your Hair Down" Column, 61.8%; Mining, 60.4%; Copra and Coconut Oil, 57.5%; Credit, 57.1%; Port of Manila, 56.8%; Food Products, 56.1%; Sugar, 55.4%; Lumber, 53.2%; Desiccated Coconut, 51.1%; Manila Hemp, 50.7%; Building Construction, 50.0%; Philippine Safety Council, 48.6%; Manila Stock Market, 47.9%; Tobacco, 47.5%; Real Estate, 47.1%; Textiles, 45.7%; Electric Power Production, 42.5%; Freight Car Loadings, 33.6%.

The Rice column had not yet been begun when the survey was made.

Of the respondents to the questionnaire sent out, 44% were Filipinos, 31% Americans, 5% British, 2% Chinese, and the remainder of various other nationalities. Roughly, some 45% were executives and other businessmen, some 20% were professionals, some 12% were government officials, legislators, diplomats, con-



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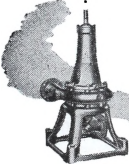
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suls, etc. and the rest could be classified as general readers.

To the question, "What do you think of the *Journal* in its present form as a whole?" of the 77.2% of the respondents who answered it, 73.6% were favorable and only 3.6% were critical. The great majority used such expressions as "good, fine, satisfactory", "excellent", "good as a source of information", "very good", "useful publication", "interesting reading", "standard above other magazines", "valuable for students' reference", "well-edited", "presentable", "compact and complete", "a sound résumé of Philippine business", "has cultural value", etc.

Unfavorable responses listed included such statements as "magazine too small", "not up-to-date", "sides too much with Western ideas", "articles inclined to generalities", "articles too brief", "very dull", "information can be found in local papers."

Among the suggestions offered, none of them made by more than a very small percentage of the respondents, were: "include more up-to-date data", "more pictures", "a column on the activities of Filipino and other businessmen", "profiles and speeches of prominent businessmen", "articles published should give the two sides of questions", "improve the lay-out", "more legible type", "articles on labor trends and unemployment statistics", "articles in the Chinese language", "an annual index", "open a 'Readers Forum'", "reduce the price", "issue free copies," etc.

"As for those suggestions," said the editor, "or some of them, we do publish an annual index; readers will find it in the last pages of the December issue of every year. As for a 'Readers Forum', that is, more or less, what the 'Hair-Down' column is supposed to be. The type we use, for quoted matter, most tables, and certain columns, such as 'The Government', is small,—8-point, but we are forced to keep the *Journal* down to a reasonable number of pages in proportion to the amount of advertising. We do all wish that we could bring the tabulated information in the *Journal* closer to the date of publication, but we have found this impossible so far; some of the column editors do wait until after the end of the month to be able to include that month's statistics in their 'copy', but this is not always possible, especially if they have to get their figures from the provinces.

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"I think that all our column editors should be well satisfied with the results of the survey. All but a very few of the columns are read by at least half of those who receive the *Journal* and who answered the questionnaire; some of them are read by two-thirds, three-fourths, and even more of those who responded. It stands to reason that some columns cover fields that interest a larger number of readers than others. Such a column as 'Tobacco', for instance, interests chiefly tobacco-men, whereas a column on legislation and court decisions naturally interests more or less all the readers of the *Journal*.

The actual percentages, a few points, more or less, do not mean much. There is not a single column in 'The Business View' section that does not very evidently fill a want, and that makes the effort to write it every month well worth while.

"I am very grateful to all of the column editors whose work individually and collectively contributes so greatly to the value of the *Journal*. I am very grateful also to all of those readers who took the trouble to answer the Committee's questionnaire and for their doing so in a generous way as to give us all such great encouragement."

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SOME articles which have appeared in the *Journal* seem to go on forever. Take, for instance, the editor's own article, "Eastern and Western 'Psychology'", which appeared in the June, 1952, issue of the *Journal*. First, the Mutual Security Administration (MSA) requested permission to reproduce the article for its American personnel, and some time later, the G. F. Atkinson Company asked permission to do the same. Now an executive of Caltex (Philippines) Inc., has asked permission to reproduce the article for its purpose. The article itself was reprinted in the *Journal* by request, with some revision to bring it up-to-date, from the original which appeared in the *Philippine Magazine* some years before the war. At that time it was quite widely reproduced in American and European magazine-digest publications. It has therefore had some 20 years of life and still seems to be going strong.

NOT that proof is needed, yet the following letter is proof that the Bureau of Public Schools is making use of the accumulation of excess copies of the *Journal* which we sent the Bureau a month or so ago when the Chamber moved its quarters to the Elks Club Building. The letter

is from Mr. Constancio T. Medrana, Superintendent of the Mountain National Agricultural School, at Trinidad, Benguet, Mountain Province, addressed to the editor, and ran:

"On behalf of our school, I wish to acknowledge receipt with thanks and appreciation of the 24 copies of the American Chamber of Commerce *Journal* donated by the American Chamber of Commerce. The copies were shipped to us from Manila by the Bureau of Public Schools.

"The magazines are indeed very valuable references for our students and teachers. They are now accessioned in the school library for reading.

"We thank you again. Very sincerely, etc."

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(Required by Act No. 2580)

The undersigned, A. V. H. Hartendorp, editor and manager of the American Chamber of Commerce *Journal*, published monthly in English at the Office of the American Chamber of Commerce of the Philippines, Manila, after having been duly sworn in accordance with law, hereby submits the following statement of ownership, management, circulation, etc., which is required by Act No. 2580, as amended by Commonwealth Act No. 201:

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lated of the last issue, dated September, 1954
Sent to paid subscribers..... 800
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Total..... 2000
(Sgd.) A. V. H. Hartendorp
Editor and Manager

Subscribed and sworn to before me this
14th day of October, 1954, at Manila, the affiant
exhibiting his Residence Certificate No. A-0098531
issued at Manila on January 12, 1954.

Felix P. Wijangco
Notary Public
Until December 31, 1954

Doc. No. 335; page 41;
Book No. 21; series of 1954.

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