

The "LET YOUR HAIR DOWN" Column

The articles by Mr. Manuel Mañosa, Manager of the Metropolitan Water District, published some time ago in the *Journal*, on the Manila water supply and the Manila sewer system, created great public interest and helped the Water District to get funds for repair and construction work. Mr. Mañosa wrote us recently as follows:

"Mr. Lloyd K. Clark, Project Manager of the Association of American Railroads, Baltimore, Maryland, recently wrote me stating that he has read my articles published in the American Chamber of Commerce *Journal*. He stated further that he did not know whether the articles were copyrighted or not but that he would like to reprint them in one of their magazines, such as *Public Works*, which has a very wide circulation in the United States. I am submitting this matter to your decision so that I may be able to give Mr. Clark an answer..."

Naturally, we were glad to give our consent to reprinting the articles. The *Journal* is not copyrighted because the reprinting of *Journal* material adds to the publication's

usefulness. All we ask is the customary courtesy credit-line.

W. R. Bickford, editor of the *New York Export Trader and Shipper*, has also asked to be allowed to reproduce, in whole or in part, articles originally published in the *Journal*. He wrote:

"I have your letter of April 26 advising that by the suggestion of Louis G. Wagner you have put my name upon your complimentary list to receive copies of your *Journal*. I greatly appreciate this courtesy, and I am looking forward to receipt of the copies. I assume that you will grant us the privilege of reproduction either in part or in whole of articles in your *Journal* which we consider would be of interest to our readers, a large majority of whom are top executives in export companies in the United States..."

William Noorlag, Jr., Transportation Editor of the *Chicago Journal of Commerce*, wrote us as follows:

"Your name was given to me yesterday by L. G. Wagner, of your city, who addressed a luncheon meeting of the Export Managers Club of Chicago. Mr. Wagner said that

your monthly *Journal* would be a good source of information for us in keeping our Middle West and Atlantic Coast readers informed as to economic developments in the Philippines. Accordingly, we would deeply appreciate having you place our name on your mailing list for the *Journal*. Also for other reports that may be issued from time to time concerning the Islands' import-export trade and potentials. My daily foreign trade and shipping column has a wide readership among traders throughout the Middle West, and any factual data that I can add to it concerning the trade outlook in the Philippines will react to our mutual benefit. Such stories are also sent along to our *New York* affiliate, the *New York Journal of Commerce*. Together we boast a readership of 200,000 top business men. Awaiting your favorable reply, I am," etc.

Our sincere thanks to Mr. Wagner for his good work in interesting these important men in *New York* and *Chicago* in the the *Journal*.

We also had a letter from the Philippine Embassy in Washington, signed for the Ambassador by Mrs. Maria A. Batoon, Librarian. It read:

"The Library of the Philippine Embassy finds your *Journal* a very valuable source of up-to-date reference material. We have been receiving complimentary copies, but we regret that they do not come regularly. If you plan to discontinue sending us complimentary copies, we wish to start a year's subscription beginning July, 1948... Thank you for your immediate attention to this matter..."

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MR. E. A. Perkins wrote us a letter during the month suggesting that we add the line "of the Philippines", to the caption: "Office of the President" in "The Business View" Department. He claimed that every time he picks up the *Journal* and turns to the "Office of the President" column, he expects to read "words of wisdom" from the President of the Chamber. The rest of us here had some difficulty in persuading Mr. Stevens to permit us to publish his now famous Rotary Club speech in the *Journal*, but he finally gave in. So this time we do have some words of wisdom from the President of the Chamber. Mr. Stevens received a large number of letters about his speech immediately after he made it. One from Mr. David G. Gunnell, of the Philippine Education Company, read:

"DEAR FRED: Congratulations on that speech of yours. It merits general public attention. Would it be in order for you to give it to the press? I tried to 'phone you, but can't stand by long enough to get through."

Mr. Ricardo C. Galang, Manila representative of D. C. Heath & Company, New York, wrote him:

"Please accept my warm congratulations for your speech to the Manila Rotarians as published in part in today's *Manila Bulletin*. I like most especially your statement that business is creative. We in the book business,

representing American publishers of long and honorable standing in the Philippines, are beginning to feel the effects of 'hypernationalism'. We have, however, faith in the future, and believe that the real Filipino leaders will not undo the beautiful things that have been accomplished here by liberal democratic free enterprise. I have sent clippings of your speech to my home office in Boston, Massachusetts."

Mr. Go Puan Seng, editor of the *Fookien Times*, sent Mr. Stevens the following letter:

"As I expressed to you last Thursday noon, I was deeply touched by your frank and courageous speech at the Rotary meeting. I have your full speech published in the *Fookien Times*, English edition, word for word today on the front page. There is an editorial commenting on your speech. The editorial and your speech will be fully translated and published in the *Fookien Times*, Chinese edition, this coming week. Copies have been forwarded to the Information Office in Nanking, as well as to Washington through the United States Information Service..."

"WELL", said the editor one day this month, "at last I have read Dale Carnegie's book, 'How to Win Friends and Influence People', having been advised to do so by the sneering young man who always sarcastically signs himself, 'Admirer'. As I said, I have been avoiding that book for years, partly because of a notion, largely based, I am afraid, on mere snobbishness, that any book in the 'best-seller' class is naturally suspect. And I consider myself a democrat, too!

"Then, I suppose, there was the idea in the back of my mind that it has for years been at least a part of my business as editor to 'influence' people, and, as I preened myself on some success in that direction, I considered that I did not need Mr. Carnegie's advice.

"Furthermore", continued our modest editor, "my problem has generally been how *not* to win too many friends. I have always been so fortunate as to have been thrown into contact with many fine and interesting people in the regular course of my every-day work, so that I have not needed to seek friendships outside that already very broad circle. And I have always been so fully occupied that I never have had much time for ordinary social life, as I needed what time I had left for the reading and study which my work requires.

"But my curiosity was aroused by something that 'Admirer' said about Carnegie's book, and so I bought me a paper-bound copy, Pocket Book edition, at a newsstand." It said on the cover that it was "the most popular non-fiction work of our time, of which more than 3,500,000 copies have been sold".

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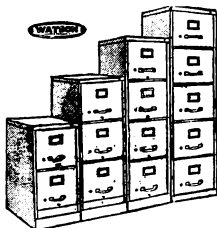
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"What impressed me favorably at the start was the dedication:

"This book is dedicated to a man who doesn't need to read it. — my cherished friend, Homer Croy".

"You see," said the editor, "Carnegie admits that not everyone needs to read his book.

"But I read it, read it through, and it was about what I had thought it would be, — nothing deep, nothing new to anybody who knows anything about individual human psychology. It is a sort of easy analysis of the elements comprised in what is generally known as *tact*, which the dictionary defines as 'the intuitive ability to deal wisely and kindly with others'. The book is just a formulation of courteous common sense behavior in our business and social relations. But as such, it is easy to see that it is valuable to many people whose intuitive abilities in this respect are somewhat wanting, who feel that they rub people the wrong way, and who don't understand quite why.

"The book is divided into six parts: 'Fundamental techniques in handling people', 'Six ways to make people like you', 'Twelve ways to win people to your way of thinking', 'Nine ways to change people without giving them offense or arousing resentment', 'Letters that produced miraculous results', and 'Seven rules for making your home life happier'.

"The discussions are illustrated with many anecdotes about well known people and are summed up in a number of simple rules. The book may definitely be prescribed for many, especially the younger men and women, who have not had some of the facts brought out by Mr. Carnegie knocked into them by the give-and-take of life. It may save them time and trouble.

"One thing in the book which amused me was the first chapter of Part Three, entitled, 'You can't win an argument'. The summing-up is: 'The only way to get the best of an argument is to avoid it'. I guess that Mr. Carnegie was not thinking of lawyers, — and editors, when he wrote that!

"As for 'Admirer', the editor ended up, 'he gave the Carnegie message quite the wrong turn when he said:

"He will tell you the truth, that people are not interested in you, but in themselves, and that you must be interested in them and talk about what interests them, to make a favorable impression".

"The inconsistency in this is that if people are not interested in anything but themselves, how can any of them talk as if they were interested in others except in mere pretense?

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"Admirer" missed Carnegie's main point. Carnegie places the emphasis on the need of an honest and sincere interest in others. He says:

"Nobody wants insincerity. Nobody wants flattery . . . Let me repeat: the principles taught in this book will work only when they come from the heart. I am not advocating a bag of tricks. . ."

"Fortunately, it is natural and easy for us to be interested in others. The capacity for sympathetic response is inherent in our very nervous system. By nature, — putting it on the lowest plane, we are all pryers, busybodies, meddlers, chatters, and gossips. On the high plane that Mr. Stevens talked about in his Rotary Club speech, we are all members of one another, rightly interested and concerned about each other."