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WOMAN'S HOME JOURNAL

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Woman's Home Journal

PILAR N. RAVELO
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MANILA RAILROAD COMPANY

THE FIRST TEN YEARS

DEAR FRIENDS:

THE Woman's Home Journal is ten years old today. It comes to you with deep appreciation for your friendliness, quick sympathy, generous understanding, and support.

As regards the contribution that the Journal may have made to further or promote the cause and welfare of women, children and better homes, it prefers to leave it to others. But of one thing it is certain, that without the generous aid of a steadily widening circle of friends, like you, the contributions the Journal has tendered would have been impossible. The Journal was the child of the National Federation of Women's Clubs, but the way in which it was adopted by the general public and taken into intimacy has been a heart-warming experience.

The first ten years are always the hardest but with the loyal backing of its friends, the Journal's first decade has been a period of slow but steady progress toward goals previously visualized, of faithful unremitting striving, often against discouraging odds. It has survived the test. It aims to go on, to continue to be a journal for women who are alert, intelligent, eager to keep abreast of the times and who are interested in social and civic questions. It will attempt to become a pleasant companion to clubwomen, professional or business women, wives and others who believe that a broader outlook in life inspires better understanding at home.

As the organ of the Federation—the Journal, will always endeavor to be a real text-book of club work for the dissemination of club news and promotion of club ideas and ideals without leaving its pages cut and dried, but bringing at all times interesting articles and good ideas to the women and the general public as well.

We women are not by any means at the summit even if we have won many of our aspirations. We are still struggling to scale the heights in our desire to play

our role for the country's welfare, and the way seems steep and full of obstacles. We must keep kindled at all times the spark of ambition which we had when we started, and our prayers and plans will be broadcast by the Journal for us so that we may continue in our struggle with greater vigor and renewed inspirations.

The showing of the women during the last registration, manifests that if we fight for a principle, we can win our way despite insurmountable obstacles. We were late in starting but what we were able to do shows effectivity. We are gaining friends and supporters among men of careful judgment and open-minded consideration and we wish to keep this friendship and support. But before we can make friends and win supporters, it is necessary that we show to the world that we are ready to stand for our own rights. In our struggle to preserve our principles, the Woman's Home Journal has been our chief organ.

We can achieve a cause through careful judgment and not hysteria; hard thinking, not high emotion; open-minded consideration, not violent prejudices; sympathy not bitterness.

During its existence, the Journal has constantly advocated for women's rights and won many a cause based on sound principles. The Journal emerges today a better and stronger paper ready to pick up the gauntlet where the women's rights are challenged.

On its tenth birthday, the Journal rededicates itself, its youth, courage, and enthusiasm to the service for which it came into the world—the promotion of the cause and welfare of women, children and better homes. Secure in the good will and confidence of every one of us and our friends, the Journal faces the next ten years with high hopes.

Cordially yours,

Riley H. Lim

Food for Thought.....

By The Editor

The result of the registration of women voters for the constitutional plebiscite to be held on May 14 fully demonstrates the rallying power of women. The spirit that never says die won the fight. Facing grimly the first day's poor showing in registration local women leaders showed grit and stamina. They held meetings, went out to campaign, tirelessly to inform more women on the objects and methods of registration. The success obtained is now history. It is hoped that such a brilliant achievement will give our women spring to their heels, and further encourage in them the militant determination to reach the 300,000 goal which the Constitution requires so that they can enjoy suffrage. If women's right to vote is worthwhile in principle, it is worthwhile working for.

* * *

The establishment of the commonwealth of the Philippines will usher an era of sociological determinations and of social reform. Prior to the passage of the independence law, it was comparatively difficult to conduct studies of our social condition. The Philippines was too engrossed in political propaganda for the national cause. Now that independence is definitely in sight, we should take time for a thorough investigation of our social problems. We must plan for a sound program of social justice. The health and welfare of the masses must be given first consideration. We urge women to realize this fact. They should emphasize preventive rather than remedial form of social adjustment which can be achieved through progressive social legislation.

* * *

Miss Pilar Balmori of Manila, was elected private secretary of Mr. Joaquin Balmori, president of the Labor Federation of the Philippines at the labor convention held on May 1. The election of Miss Balmori to this post is significant in view of the fact that this is the first time a woman is groomed for labor leadership. Her election will work to the advantage of the Labor Federation. There are many women working in factories and in jobs which would need the attention of the Labor Federation. And Miss Balmori will be there to champion their cause.

* * *

In the midst of the country's readjustment due to the changes that are taking place, the importance of family stability is paramount. This is primarily the duty of women. Women are homemakers. Because of the responsibility lodged in us, we should adopt more modern, scientific and business-like methods of home management. We still have many of the hit or miss methods which are wasteful not only in terms of real cash but also in time and energy.

The business method of budgeting is very valuable for the housewife in placing her family on a sound financial basis. The home being the primary unit of the nation, follows that the nation, too, becomes financially stable. The methods of organizing, supervising and hiring in business are equally important in the home.

Women should be intelligent buyers and efficient consumers. Quality rather than quantity, home products rather than imported ones, should be the slogan of the woman buyer. Women should pay special attention to what they feed their families because food is the foundation of health and consequently the health and economics of the nation. A sick man costs the country more than a healthy one. People who are sick and who die deprive the country of the services that they may render. Balanced diet then should be the chief concern of the Filipino homemaker.

* * *

It seems quite a paradox to have a Society for the Prevention of Cruelty to Animals while there is greater need for a S. P. C. C. or Society for the Prevention of Cruelty to Children.

We need not look around us to see how many babies are born out of wedlock and then abandoned. We are astounded to see how many beautiful children grow up in squalid surroundings amid immoral influences. Our hearts and our senses are gripped by the sight of little boys and little girls toiling all day and far into the night to support their parents and members of their family while their fathers lounge about or enjoy themselves in a game of chance. We see little boys and girls hardly ten years of age serving other people for nothing or for mere pittance to pay the debts that their parents contracted. Thousands of children are deprived of education because their parents, in most cases, their fathers, think only of their personal enjoyment and leave their children to grow in ignorance and poverty. When girls are literally bartered away into prostitution against their will, we begin to doubt the future of our country.

The inhumanity of man is apparent as we frequently see young boys and girls mercilessly beaten by parents, relatives and masters who do not understand child nature and its peculiarities.

All these conditions challenge the immediate attention of the people who have the heart, the mind and the ability to correct the evils to save for the country future citizens.

What Our Governors General Have Said Of Filipino Women



HAYDEN

Governor-General J. Ralston Hayden:

The Federation of Women's Clubs is a tried and established institution in the Philippine Islands. It has a long record of distinguished service.

Some twelve years ago, I have always had a particular interest and a very keen appreciation of the work that you are doing and that you have carried on for so many years. A high quality of leadership made possible the successful inauguration of women's clubs in the Philippines and to that leadership and the faithful and devoted service of many members of the club throughout the Islands the people look for aid and help and encouragement in the problems which they are facing today.

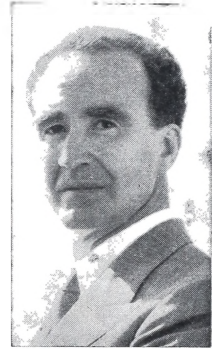
The National Federation and the Women's Clubs occupy a unique place in the life of the Philippine Islands. Your organization is national in the practical sense of the word. Thirty provinces are represented and because it is national, it is unified. It is helping to make of the Filipino people a true nation in spirit, in sentiment, in purposes, as well as in blood. Your organization is non-partisan. It has for its sole purpose service of the local community and the advancement of the national welfare. You seek no jobs, you are looking for no government con-

tracts, you are attempting to gain no business advantages. Hence this organization is effectively dedicated to unselfish public service. Furthermore, the women's clubs are unifying because they are non-sectarian. They are composed of enlightened and devout women. Women's clubs of the National Federation of this country are always to be found upon the right side of any moral question that is before the people.

Furthermore, I have observed that the Women's Clubs of the Islands are composed of the local and national leaders. In every community in the Philippines and elsewhere, but I think particularly in the Philippine Islands, there are a few people and few families to whom the community and to whom the nation turns for counsel and for aid in time of trouble,—families and individuals to whom the people go for guidance in time of doubt. These women and men to whom the man or the woman in trouble goes for aid or to whom the community, faced by some disaster or threatened by some evil will turn for help and guidance—these women are found in your ranks, and in this crucial period of our national development the nation will turn to its organized women for counsel and for aid.

Governor General Frank Murphy:

Women have been endorsed by nature and experience with sympathy and a strong sense of duty, and have given ample proof of their capacity for unerring



MURPHY

appraisal and energetic action in the treatment of problems involving personal and human relationships. It would be an act of wisdom and fairness to bring the rich contribution of their clear vision and fine moral judgment to bear on these problems, by extending to them at this time the full right of suffrage.

Governor General Leonard Wood:

One of the strongest influences for building up interest in proper municipal and provincial government come from the numerous women's clubs. They have done excellent work, especially in behalf of child welfare, public health, public instruction, private and public morality, and the stimulating of interest in local government—municipal and provincial.

The work done by the women and their attitude toward public affairs justifies me in recommending that suffrage be granted to women to the same extent and under the same conditions as men.

Governor General Theodore Roosevelt Jr.:

Before I came to the Islands, I had known of the fine position held by the Philippine women. Now that I am here and have met them, I know why. It would be impossible to deny anything to such competent and charming ladies.



WOOD

A WOMAN GROWN

By JUAN ORENDAIN

THE Filipino woman has developed mentally, socially and physically. *And she is now invading the political field ruled by men.* The Maria Clara type is fast vanishing, no matter how much the men who feel so protective want her to stay.

The order of the day is growth. And the Filipino woman although slow at grasping the opportunity is wending her way toward emancipation.

The greatest deterrent in the rise of woman in the Philippines is fear. It is not a definite fear, but a sort of a complex that springs from uncertainty. This is not the creation of the woman's imagination, but an influence of the man. Man is afraid of the future of the woman. He wants her to be the same as he found his mother and sisters. Change brings him fear.

While a man is not a good singer of lullaby, he wants more or less his wife to be like a child that he wishes to protect. He detests and refuses to learn to sing dirges and would not countenance a nagging wife, but he is so spoiled he wants his wife to be a child and mother at the same time. Herein rises the complex that spreads fear as regards the change in a Filipino woman.

The greatest enemy of the Filipino woman toward her emancipation is man. He wants his girl to go out alone with him, but he does not want her to have the independence of an American girl which gives her the courage to protect herself. He wants her to be smart, but never smarter than himself.

But man, no matter how much he would try to stop the growth of woman, cannot stem the development of the fair sex toward equality. The struggle of the women for equal rights is like the flow of the river, it may be dammed, but it

will overflow the walls and keep its march toward the sea. The course may be diverted and for a while the arrival at the point delayed, but such force will find its way toward the goal.

Woman has developed into "full manhood" speedily. Her struggle to capture the rights that belonged to her from the beginning was given impetus by the World War. When woman took the job of man and joined him in the front as Red Cross nurse, and ambulance driver, when she took the plow at home and kept the home fires so that her husband or her sweetheart could fight for her country, man had no heart to deny her rights.

Although it must be admitted that in the past there were women queens who showed men how to rule an empire, their ascension to the throne was recognized as a matter of birth and accidental, and not a position won after a struggle.

The rule of Queen Elizabeth of England developed England to a position as mistress of the sea. The rule of Queen Victoria made England a powerful empire. But the reign of these two great English queens were not given as much notice as when Lady Astor became member of the British parliament.

Lately woman has shown just as much courage and ability as man. Amelia Earhart showed the world that a woman can fly a plane alone and perform feats just as much as Lindbergh. In athletics, woman prowess is well known as far back as the days of Atalanta.

Woman has invaded the field of man and succeeded, whereas man has never succeeded to mother a home and invade the field of women. Man in some respects have succeeded in rearing children, but the mother has been more directly responsible for the success of the children. Tradi-

tion tells us that a woman was always a prize. She was a treasure to be won even as she is now. Man fought in tournaments, fought duels for woman's hand and as the victor took away the prize, the woman won was forced to live with a strong willed man. Time developed her to look up to her hero for protection.

But time has changed. Woman is quite able to look after herself although she has always kept her virtue and her charms. It is part of her charm to give the man the opportunity to serve her when an occasion comes. But she is as capable to take care of herself if she is in danger.

Woman has always been reminded that her place is in the home. However, she has so developed and thinks on the basis that as homes are the unit of a nation, so must she take part in the life of a nation.

There are so many things that woman can do to make the world better and happier. In enlarging her scope, she can put into practice the same principles that go into homemaking, for the world sadly needs mothering and understanding counsel—and many a dark corner needs housecleaning.

The day has passed when the four walls of her home composed a woman's world. Now wives and mothers as well as the young girls make it their business to know what is going on in the world. Women newspaper readers are numerous, they outnumber men as magazine readers. They do not only take interest in knowing what is going on in the world, they take part in its activities. They study conditions intelligently and discuss daily events taking place all over the globe.

They understand the fundamentals of business even if they do not engage in it personally. They can, therefore, under-

(Please turn to page 40)



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Social Work in The Commonwealth

By Josefa Llanes Escoda

GOVERNOR-GENERAL FRANK MURPHY in his message to the tenth Legislature at its opening on July 16, 1934, said:

"Human values must receive appropriate appraisal in the life of the nation. Human relationships must be given first place in our thoughts and in our plans for the future. We must build here a social, economic and political structure that will endure because it serves the fundamental needs of the people as well as their material interests. To assure the development of such a society in the Philippines the people must have an awareness of social problems and responsibilities. The ultimate objective of such a program is a normal, contented, healthy people, free from unrest, dissatisfaction or fear".

This is a forceful definition of Social Justice. It made evident that organized social work is an indispensable factor in the careful planning for greater Philippines. Its ideals and methods can be utilized in dealing with the stubborn prob-

lems of poverty, delinquency and social subnormality in an intelligent and efficient way. Through social work methods, the reclamation of wasted human resources, of human beings drifting in and out of life that have never been made use of, can be possible. Social work can develop more efficient individuals, greater understanding, greater community spirit, all of which are basic units for the Philippine Commonwealth.

The Commonwealth will bring about many changes, and our people in keeping up with the changes, will meet so many problems which result in clashes between the individual and his environment. Such clashes cause maladjustments and consequently unsatisfactory life.

Trained and skilled social workers will be needed to help make these adjustments. For there will always be individuals and families who under the strain of life's emergencies lack the resources or the capacity to solve their personal problems. There are many people so constituted that they are never capable of meeting anything more than their simplest life problem.

Perhaps it is the father of a family discouraged and shiftless as a result of unemployment or chronic disease. He must be helped to get the medical attention he needs, secure a job and encouraged to keep it. Where one's own resources, helpful friends or relatives fail or are lacking, there the social worker finds a task.

Social work in the commonwealth will necessarily build rather than make over. It will be more than relief. Ordinarily, social work is believed to consist merely of neighborly acts such as supplying the simple individual needs as jobs for the jobless, material relief for the destitute and medical service for the sick. But the goal of true social work is much more than relief. It aims to see that every suffering individual whether he has been financially, emotionally or physically deprived, is helped to become the best he can be in the community in which he lives and to become the finest and fullest expression of social life. Such human well-being will be the cornerstone of our nationhood.

(Please turn to page 42)

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National Discipline

By LEON GUINTO



Miss LULU REYES

sponsors the preservation of the national costume. Here she is shown wearing the *batintawak*.

NATIONAL discipline is synonymous with nationalism, and in its application to the Philippines, means *Filipinism*. As we are now about to face a new national life, there is need more than ever before for national discipline. National discipline means that every thought, and ideal of every Filipino citizen should be made in terms of the national welfare.

Every Filipino citizen in the exercise of his vocation or profession must always have in mind not only his personal welfare but that of the nation. The Filipinos will be judged by what they do and for every good act that they do, the nation will be judged accordingly.

National discipline should concern the mothers in the bringing up of their children. It is the mother who can rear a Spartan, a Washington and a Rizal.

National discipline is also love for things Philippines. Our music, for instance, should be preserved and developed. The preamble of our constitution provides among other things for the conservation and development of the patrimony of the nation. Our music, our native costumes, our customs and traditions, form part of

the nation's patrimony. Our musicians and composers, our modistes and schools of fashion, should always make predominant Filipino traditions and characteristics of the nation in each new masterpiece or creation.

Veneration for the national anthem must be instilled in the hearts of the people. One lamentable practice among our people is the playing of the Philippine hymn on any occasion. It is played when the *barrio* queen is crowned, when the town capitan dies, when the religious procession comes out of or enters a church. The national anthem should be reserved for patriotic occasions. It should stand a symbol of national love and pride.

One way of showing our love for thing: Philippine is to buy native goods and native products. Every Filipino should adhere to the principles and ideals of the National Economic Protectionism Association now headed by that able Filipino.

We should likewise deem it a privilege to visit tombs and monuments dedicated to our national heroes. Whenever we could, we should pay homage to the departed and pray that we be imbued with their patriotic enthusiasm.

Best Wishes for the Success of the
Filipino Women
in their

efforts to help establish the
Philippine Commonwealth

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MEEDITATIONS

By

ELLA WHEELER WILCOX



HIS

I was so proud of you last night,
 dear girl,
 While man with man was striving
 for your smile,
 You never lost your head, nor once
 dropped down
 From your high place
 As queen in that gay whirl.

(It takes more pose to wear a lit-
 tle crown
 With modesty and grace
 Than to adorn the lordlier thrones
 of earth.)

You seemed so free from artifice
 and wile;
 And in your eyes I read
 Encouragement to my unspoken
 thought.

My heart is eloquent with words
 to plead
 Its cause of passion; but my ques-
 tioning mind,
 Knowing how love is blind,
 Dwel's on the pros and cons, and
 God knows what.

My heart cries with each beat,
 "She is so beautiful, so pure, so
 sweet,
 So more than dear."
 And then I hear
 The voice of Reason, asking:
 "Would she meet
 Life's common duties with good
 common sense?
 Could she bear quiet evenings at
 your hearth,
 And not be sighing for gay scenes
 of mirth?
 If, some great day, love's mighty
 recompense
 For chastity surrendered came to
 her,
 If she felt stir
 Beneath her heart a little pulse
 of life,
 Would she rejoice with holy pride
 and wonder,
 And find new glory in the name
 of wife?

Or would she plot with sin, and
 seek to plunder
 Love's sanctuary, and cast away
 its treasure,
 That she might keep her freedom
 and her pleasure?
 Could she be loyal mate and mo-
 ther
 dutiful?
 Or is she only some bright hos-
 house bloom,
 Seedless and beautiful,
 Meant just for decoration and for
 show?"

Alone here in my room,
 I hear this voice of Reason. My
 poor heart
 Has ever but one answer to im-
 part,
 "I love her so."



HERS

After the ball last night, when I
 came home
 I stood before my mirror, and took
 note
 Of all that man call beautiful.
 Delight,
 Keen, sweet delight possessed me
 when I saw
 My own reflection smiling on me
 there.
 Because your eyes, through all the
 swirling hours
 And in your slow good night, had
 made a fact
 Of what before I fancied might be
 so;

Yet knowing how men lie, by look
 and act,
 I still doubted. But I doubt no
 more.
 I know you love me, love me. And
 I feel
 Your satisfaction in my comeliness.

Beauty and youth, good health and
 willing mind,
 A spotless reputation, and a heart
 Longing for mating and for mo-
 therhood,
 And lips unsullied by another's
 kiss—
 These are the riches I can bring
 to you.

But as I sit here, thinking of it
 all
 In the clear light of morning, sud-
 den fear
 Has seized upon me. What has
 been your past?
 From out the jungle of old reck-
 less years,
 May serpents crawl across our
 path some day
 And pierce us with their fangs?
 Oh, I am not
 A prude or bigot; and I have not
 lived
 A score and three full years in
 ignorance
 Of human nature. Much I can con-
 done:
 For well I know our kinship to
 the earth
 And all created things. Why, even
 I
 Have felt the burden of virginity,
 When flowers and birds and gold-
 en
 butterflies
 In early spring were mating; and
 I know
 How loud that call of sex must
 sound to man
 Above the feeble protest of the
 world.
 But I can hear from the depths
 within my soul
 The voices of my unborn children
 cry
 For rightful heritage. (May God
 attune
 The souls of men, that they may
 hear and heed
 That plaintive voice above the call
 of sex:
 And may the world's weak pro-
 test swell into
 A thunderous diapason—a demand
 For cleaner fatherhood.)

Oh, love, come near;
 Look in my eyes, and say I need
 not fear.

The Role They Play

PARENT-TEACHERS ASSOCIATION WORK TO DEVELOP THE GOOD FILIPINO CITIZEN

By Lulogio B. Rodriguez
Acting Director, National Library

WE are now thinking in terms of the Commonwealth, which means that Filipinos should work for themselves. They should

work for their own steady improvement in the art of self-government. We feel that the thirty years which has been our probationary had

been creditable to both peoples, but since we have succeeded as the senior partner we believe it is time for us to perform our part.

Now it is for us to prove our worth by the application of the principles that we have learned. We should examine well our organization. We should not discard anything which is in existence until something better is found to replace it. We must not allow the fancy for our own things to take the place of the world's best that have stood the test of experience. We may learn much of other countries and of our neighbors and we shall be continually interdependent, giving and taking.

In other words, the Filipino parents and teachers should work together for the advancement of our aim, to develop Filipino school children who will be good Filipino citizens, who will know how to live interdependently with our neighbors and with the world.

The recent collapse of the Versailles Treaty shows that cooperation now as ever is necessary. And our school plans should visualize these ideas and develop our children into good world citizens by making them interdependently minded. We have had three centuries when we were dependently minded, and thirty years in which we have been independently minded, but the future is neither dependence nor for independence but is the era of interdependence. That will be the result of rapid, frequent transportation by airship when Manila will be as quickly reached from Washington City half around the world as Batangas was from Manila during the rainy season of 1896. Then there is the radio by which we share the musical programs of Australia, the China coast, Europe, and America. And through broadcasts we hear the speeches of important world conferences. These new opportunities impose new obligations. It is for the schools to prepare for the changed conditions and the duty of the parent-teacher organizations to see that we get the maximum of benefit from outside with the minimum of sacrifice of what is our own keeping us true and up-to-date Filipinos.

Allow me in an outline form, so as to limit myself, to mention some pointers to which I would invite your attention, on "The Role of Parent-Teacher Associations in the Commonwealth Government." *Development of Nationalism*
This is one of the major problems of the Commonwealth, and

the Parent-Teacher Associations can help a great deal in coordinating the work of the school, the home, and the community in this respect.

In coordinating this work the home is the senior partner and its advice should prevail. If the parents want their children to follow any particular vocation their desire should prevail unless the child is exceptionally fit for a profession or other line of life-work.

Continue all the old order of things, what is now the order of things, for we create chaos if we make changes unless we are assured that the change is for the better. Change has its own time. Radicalism is only advisable if there is some definite and certain gain and advantage to be attained. Commonwealth does not necessarily mean radical change of what have already been achieved but rather progress and improvement.

Beginning schools should be led by those (missionary schools, especially) sympathetic to the country and people for there the child's character is formed. They should be in closer harmony with the country. They should make the Philippines for the Filipinos as the Filipinos, whether they like it or not, have to stay here and should be happiest here. They should make the best out of what the Philippines have.

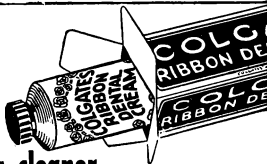
Help Literacy Campaign

Cooperate in the promotion of adult education. The members of the parent-teacher associations should maintain 100 per cent literacy in their households—servants included. In this manner the association will help the Commonwealth Government in making effective the provisions of the Constitution which provides that: "The government shall establish and maintain * * * citizenship training to adult citizens."

Urge the Commonwealth Government to establish municipal libraries to serve as continuation schools where trained librarians could guide or direct the many who have missed a school education, so that by reading and self-study these persons may help themselves. Equally important is the inclusion in these libraries of the pictorial catoon text teachable in any dialect which can be borrowed by parents to prepare their children for the primary course. For three centuries the catoon made the Filipinos literate, a practice

(Please turn to page 44)

One Tube must give you cleaner, brighter teeth . . . or



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Get one tube of Colgate's Dental Cream. Brush your teeth with it for two minutes at least twice a day until it is used up. Then look in your mirror, and if you do not honestly admit that your teeth are cleaner and brighter than ever before, send the empty tube to Colgate-Palmolive-Peet Co., P. O. Box 2700, Manila, and your money will be refunded.

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We sincerely want you to try Colgate's Dental Cream—the dentifrice which has made teeth whiter, smiles brighter, in 72 countries throughout the world.

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Then, when you have used one tube of Colgate's Dental Cream, see what your mirror says. If you do not honestly

feel that your teeth look cleaner, whiter, brighter, more lustrous—you may have your money back without question. (See guarantee above.)

And the twice-daily use of Colgate's—morning and night—will tone up the gums, help to keep them firm and healthy. A joy to use, because of Colgate's delicious peppermint flavor, that sweetens and refreshes the mouth and perfumes the breath.

You get more dentifrice, more brushings and more cleansing for your money than other leading dentifrices give you. *Won't you try one tube—TODAY?*

COLGATE'S DENTAL CREAM

35 CENTAVOS LARGE SIZE Medium—15 CTS. Small—6 CTS.

Road to Wealth

By ADALIA MARQUEZ BAUTISTA



All roads, they say, lead to Rome, but for our part, we are sure that every copy of the issues of the Woman's Home Journal in the next three months of June, July and August, may open for you the road to welcome wealth. For each copy of these issues will carry a sweepstakes ticket number of the Philippine Charity Sweepstakes races to be run on September 8, 1935. If the ticket number in your copy happens to be the lucky one, you may call at the Journal's office after the prize has been delivered to us by the Sweepstakes management and the Journal will gladly and forthwith turn over to you one fifth of it.

Imagine yourself on the day of the race. All is excitement! The newsboys scamper around with their extras, the radio flashes, all broadcasting that somebody's day of wealth has arrived. Everybody listens to the radio, scans the papers, eyes the bulletins, compares the number in his ticket with the numbers that the radio and the papers announce, to see if he is that somebody. The Journal read-

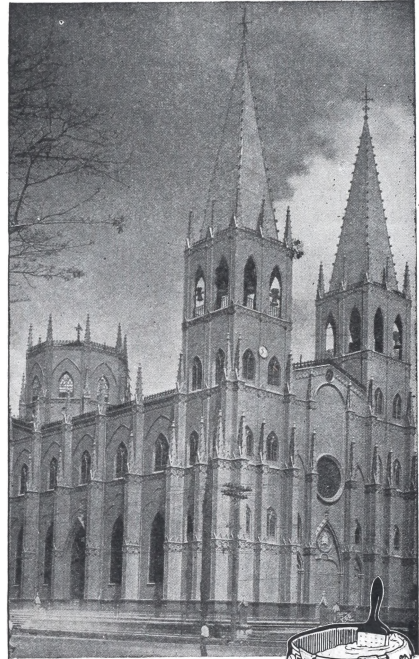
er takes his June or July or August copy of the Journal and sees if the number it carries is among the winning ones, and if it is, and the Journal earns! hopes that it will be, and you are that lucky Journal reader, you take that Journal copy with you to our office, and immediately we receive from the Philippine Charity Sweepstakes the prize it represents, the Journal will hand over to you one-fiftieth part of it. If the number your copy carries is the first prize winner, and the Journal hopes it will be, you will receive from us P1,500.00. We'll ask no identification, or anything. Presentation to us of the copies of the Woman's Home Journal carrying the first prize number entitles the bearer to P1,500.00 for each such copy, without need of further explanation or identification. It will be the same for the rest of the 1,600 prizes.

We therefore urge you to be on our subscription list now, so that you may be sure to get the issues for June, July and August. Journal copies at the newsstands and magazine booths will, of course carry the same privileges, but subscriptions bring the Journal to you more regularly and cheaper. So for every twenty centavos, or less, that you pay to get a copy of the Journal for the next three months, you read articles and items and features on every phase of woman's affairs in this country, you help in the progress of the Filipino woman and the Filipino home, you help the cause of charity, and above all, you have the opportunity to win cash prizes ranging from two pesos to P1,500.00, or more.

Get copies of the Woman's Home Journal most especially for the next three months, June, July and August!

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Insular Life Building

WHAT WOMEN SAY

Mrs. Marguerite Murphy Teahan, sister of Governor General Frank Murphy, and who takes an active interest in social work and in feminist movement, says:

"It is my firm conviction that women in the commonwealth can fill their proper place in the home very acceptably and, at the same time, take an interest and even an active part in the affairs of the world outside the home. The home comes first, of course, and there is no need of it suffering because of the effort of women to bring the idealism of the home into the political structure of the nation. There is no more reason why women should know little about and do nothing in public affairs than there is for men to neglect and fail to participate in the problems of the home. A well balanced and zealous interest in both the home and politics by men and women is desirable."

* * *

Doña Narcisca Rizal, 83-year old sister of our national hero, displayed the patriotism characteristic of her family when,

aged and weak, she still went to her precinct to exercise the right to vote for her country's constitution. She avers:

"Love of country and the teaching of it to the children are the principal care of the women in the commonwealth. Realization of national duties should be imbued in the young, because only through this can we hope to aspire for a greater Philippines.

"The Christian woman in her role as mother, should also impress on her family the love of God, for religious faith has a great deal to do with building of upright citizenry. It is for the women to lead in this invocation, for divine guidance that our new government may meet with success—politically, economically, and spiritually.

* * *

Dr. Ines S. Villa, one of our active women leaders, opines:

"National economic protectionism is one of the first national principles that the public should support. More so should

women stand by the principles sponsored by the National Economic Protectionism Association; they constitute our buying population, and on them lie the success of this present movement.

"The government is confronted by so many political problems that it cannot seem to have time to extend help and protection to native industries. It therefore falls on the nationals to see that they buy things Philippines.

"This means sacrifice for all the family and more worries for the housewife, but we must remember that the ultimate welfare of the nation is at stake. The housekeeper should use as much as possible Philippine products and should teach her family to appreciate them.

"The women should take it unto themselves to educate the masses the meaning of economic protectionism. And to me, it is the principal duty that should be assumed by the women of the commonwealth."

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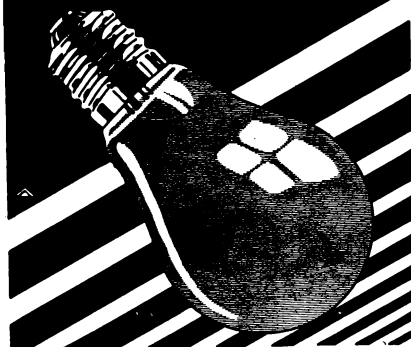
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DR. HONORIA ACOSTA SISON ON

HOSPITAL DAY

Quarter of a century ago—that doesn't seem far off, does it? Yet, what a difference! Back in those early days, we had to fight the prejudices of the people who were superstitiously fearful of the hospital. To almost all, the hospital stood for incurable diseases, prolonged sufferings—death.

We had to grapple with these mistaken conception not in terms of arms or words but in results. We had to build up their faith in medical science gradually. I can still distinctly remember that I and a nurse went through the streets of Ma-

THE HOSPITAL'S SOLILOQUY
(Reprinted)

I am the Hospital
I am one of the Best Friends of Mankind
I am the Scene of Tragedy, of Peril, of Death
I am a Place of Hope, of Returning Courage
I am the Personification of Sympathetic Interest
I am the Safeguard, the Restorer of Health
I am the Comforter of Dark Hours
I am Fragrant with Happy Memories
I am Quiet—not Spectacular
I am the Hospital—YOUR FRIEND.

nila looking for pregnant women. When we saw one, we approached her and asked her—no, convince her—to deliver in the hospital. Those were in

the years when we had just 30 maternity cases a year. Compare it to the 300 cases we have in a month now.

Medical science has now triumphed. The hospital has its proper place and share in our community life. Crowded

wards, busy dispensaries and overworked doctors can testify to that. Our masses—at least the Manila masses—are hospital-conscious. They prefer to stay in the hospital for treatment. To them the doctor and nurses stand for security and rapid recovery.

These reflections and reminiscences ever so much help in the proper celebration of Hospital Day.

It is a source of eternal gratification to use that we should see endless line of visitors crowding hospital halls. To us, it means that our labors are being appreciated and approved of.

THIS *Beauty Secret* GAVE HER LIPS *Natural Loveliness*



MANY beautiful women never realize that ordinary lipstick gives their lips a conspicuous painted look that men dislike! Of course, to be your loveliest you must use lipstick—but not paint. Sounds impossible, but it can be done by using the lipstick that isn't paint. This lipstick, known as Tangee, intensifies the natural color in your own lips.

In the stick Tangee looks orange. On your lips it changes to rose. The one shade of blush-rose most becoming to you. Tangee lasts all day too . . . and its cream base soothes and softens.

Also Tangee Theatrical, a deeper shade.


CREME ROUGE changes color to match your complexion. Waterproof. Greaseless. Its cream base protects skin.

UNTOUCHED—Lips left untouched are apt to have a faded look . . . make the face seem older.
PAINTED—Don't risk that painted look. It's coarsening and men don't like it.
TANGEE—Intensifies natural color, restores youthful appeal, ends the painted look.




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MANILA

ALL-AMERICAN TEAM OF WOMEN FOR 1934

By MARY MARGARET McBRIDE

(Reprinted by courtesy of the Manila Daily Bulletin)

WITH a bow to the old year and a salutation to the new, I nominate for honorable mention eleven American women, who, it seems to me, have improved the 8760 shining hours of 1934 by making new highs in human endeavor. My list has been compiled, not without trepidation, and only after extensive consultation with some of our best pickers of winners.

The feeling of the persons to whom I talked is that the time is past when there is any excuse for listing the accomplishments of women merely as the accomplishments of women. This all-American eleven is hailed, then, solely because the achievements of its members made history.

Industry and Public Affairs

Most dramatic of the lot is the gentle-voiced, blue-eyed Josephine Aspinwall Roche, Colorado coal operator recently appointed Assistant Secretary of the Treasury, second woman to hold a sub-Cabinet job. Single-handed, not long ago Miss Roche fought a pride war with a great corporation and won.

Today, due to her courage, determination and sympathetic understanding of her fellow men, the Colorado coal mining company which she controls is making more money than in the days when her father bought machine guns by the dozens and erected barbed wire

**THE 1934 NATIONAL WOMEN'S
ALL-AMERICAN ELEVEN**

The following nominations of outstanding women are made by Mary Margaret McBride, distinguished traveller, author, and writer on the basis of the achievements credited to each woman during 1934. It is not intended to include those who have been only most widely publicized. This list represents Miss McBride's personal views.

JOSEPHINE ASPINWALL ROCHE, coal operator and assistant Secretary of the Treasury.

SHIRLEY TEMPLE, infant motion picture prodigy.

EVANGELINE BOOTH, chosen Commander-in-Chief of the international Salvation Army.

KATHARINE CORNELL, acclaimed greatest personality on the American stage.

MRS. JOHN D. ROCKEFELLER III, whose social service endeavors are pointed to as a model for wealthy women.

Mrs. FLOYD ODLUM, president of great Fifth Avenue women's specialty store.

PHOEBE FAIRGRAVE OMLIE, Special Assistant for Air intelligence.

SARAH WAMBAUGH, Technical Adviser and Deputy Commissioner of the Saar Plebiscite Commission.

CAROLINE MILLER, winner of Pulitzer Prize for Literature.

HELEN HULL JACOBS, three-time Women's National Tennis Champion.

DR. MARIA TELKES, who demonstrated that body tissues produce light waves.

barriers to keep out union organizers. Moreover, most of her profits go straight back into the company.

She pays the highest wages in the state and her employees work under the best conditions.

Miss Roche is a Nebraskan and a graduate of Vassar. She has been social service worker, police-woman and deputy sheriff. In the cabinet, her special province will be the U. S. Public Health Service

and, appropriately enough, she is a member of the President's advisory council on industrial security.

Motion Pictures

This year's big news in motion pictures is California's Shirley Temple, aged five. That tiny golden-curlled, blue-eyed star, who manages somehow to act like a veteran, has scored in twelve months a string of successes, including Little Miss Marker and Baby Take a Bow, that have secured her one of the most desirable contracts in Hollywood.

Shirley has been in pictures since she was three and a half. So important do her parents, a California bank manager and his wife, consider it for their child to grow up in a normal manner that they have insisted on a contract that specifies she must have plenty of time for play and meals and must not be exploited for promotion or publicity. As for her, she cares more about chocolate sauce to garnish her occasional treat of ice cream than for all the fame.

Religion

Evangeline Booth won in fair competition with men her new post as head of the International Salvation Army. Whoever is chosen for this place becomes an international general, for millions of humans and dollars are involved.

(Please turn to page 27)



These are five of the women nominated to Marry Margaret McBride's 1934 All-American team of achievement. Left to right are: Mrs. John D. Rockefeller III, Shirley Temple (top), Evangeline Booth (below), Helen Jacobs, and Josephine Roche.

BREADWINNERS

By Carmen Grau Ledesma

Woman and child labor is justifiable only on certain conditions when the woman or child works to help maintain the family because of the insufficiency of family funds or when the death or incapacity of the breadwinner throws upon the shoulder of the wife or of the child the responsibility of providing the daily bread.

But the work given a woman or child should be so that the hour is not too long, the work would not impose over exertion and unsuited to them and that they can stay at home.

The Bureau of Labor in the course of the many inspections and investigations made in the interest of women and children workers, assigns the following general causes for women and child labor.

Poverty, widowhood, abandonment by husband or father, sick or incapacitated husband or father, desire to raise the family standard of living and desire to give the children educational opportunities.

The reasons for child labor are: desire to supplement the family income, love of adventure, love of independence, imitation, and the thrill of earning a few centavos with the child's own efforts.

Women, married or single, among the Filipinos, work as a rule because of necessity. The records of the Bureau of Labor show no woman working in factories and other centers of labor just because they want to maintain the independence that money brings. Poverty or economic stress is the greatest impelling motive.

Just as women are driven to work in factories and other centers of labor, primarily by economic necessity, so are the minors forced to work. Young souls facing a struggle for existence.

Preference for women and child labor by the employers indicate that they are more desirable because they are patient, self-sacrificing and easily satisfied; they are willing to receive lower wages, and in many respects the nature of work requires the employment of women and children.

Work like candy wrapping, stripping tobacco, sewing, packing or labeling cigars and cigarettes and matches, embroidery, sorting buttons, classifying abaca, washing bottles and the like, call for labor furnished by women and children.

It is interesting to note that one button factory employs women ex-

clusively to classify buttons as the work requires a high degree of honesty and cannot be entrusted to men workers. Women by nature are more honest than men.

Again, in the Philippines, there is no discrimination against married women workers. The woman labor deputy of the Bureau of Labor in a study of women workers in Manila says:

"We know of a factory where married women are preferred to single ones. It is because they have in mind that the economic responsibilities of the former are greater than those of the latter."

Laudable as the motives on the part of women and children engaged in labor, it should be borne in mind that their physical fitness are not as a rule equal to that of men laborers. When women are engaged in work where they have to over-exert themselves, ill effects are sure to follow.

Early work on the part of the child is also fraught with dangers not for the child alone, but for society. It is an established fact that child labor is detrimental to normal physical development. In some respects it is also detrimental to the normal mental growth of the child. When physical and mental development are dwarfed normal development usually follows.

History shows us classical examples of the millions of children sacrificed in the coal mines of England during the early days and in the factories of Europe during the infancy of the Industrial Revolution when child labor laws were unheard of.

The evils accompanying child labor are that when children are deprived of the opportunity for play and recreation, their health suffer and their earning capacity when they reach maturity is lowered, and his normal life is shortened.

Thus it results into physical deterioration of the race. Society cannot be strong unless its members are strong.

It also follows that illiteracy and lack of rudimentary education becomes general among the population of the country, the children are not given the opportunity to develop their ability hence condemning them to an economic place lower than their capacity to fill had they the opportunity to develop normally. This results into poverty and dependency.

Lack of proper training results in great loss of potential industrial

ability. Society is deprived of political leaders and citizens capable of intelligent civic action.

Hours of labor should be so adjusted so that the young boys and girls will not over-exert themselves. The kind of labor for women should be the ones that and ability of children and would fit their physical nature. It is the duty of the country to do. Women and children if forced to labor in factories should develop its citizens into normal, useful members of society who given the proper atmosphere are given to work and the needed re-creation to develop them physical-grow in accordance with their ability and mentally.

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GREAT WOMEN IN HISTORY

QUEEN ISABELLA OF CASTILLE

By
Consuelo E. Grau

PROBABLY no woman in history so deeply influenced her own generation and nation so deeply as Isabella of Castille. Queen and general, wife and mother, scholar and educator all in one. There seems to have been no sphere of activity in which she did not leave the stamp of her personality. Proof of this is the great amount of historical legend that cling around her name today. Whether they are all true or not, is not for us to say; it is enough that they serve to show the variety of her activities.

Isabella was the daughter of John II, king of Castille and Leon, by his second wife, the Infanta Isabella of Portugal. In 1469, she married Ferdinand of Aragon, and on the death of her brother Henry IV, she and Ferdinand jointly succeeded to the throne of Castille and Leon. A war with Portugal was terminated in Isabella's favor in 1479, and the same year Ferdinand succeeded to the throne of Aragon as Ferdinand V. Their joint rule laid the foundation of Spain's future greatness. It was towards the end of the campaign against the Moors of Granada in 1492 that she supplied Columbus with the means to make his famous journey. She died in 1504 after a most successful reign.

That, reduced to the barest essentials, is the story of her life to be found in some brief histories, and we must marvel how a life as rich and colorful can be compressed into little more than 100 words. To do her full justice, we must go deeper into the facts.

Under Henry's profligate rule, the Span-

ish army had fallen to barely 500 men, and Isabella was in deep straits. Without a court, without an army, without a capital, she is said to have lived the first few months of her reign on horseback, galloping over Spain to gather men to help her. She had to appeal to the nobles and grandees, and here her indomitable determination and her powers of persuasion served her in good stead.

And finally Joan herself, the true heir-ess to the throne, settled the question of succession by taking the veil and leaving Isabella to the throne.

Ferdinand had inherited the throne of Aragon and the two began a most auspicious joint rule with the understanding that each was to have equal authority.

Isabella, aided by Ferdinand, proceeded to the conquest of Granada and the expulsion of the Moors from Spain. During the ensuing war, she was always on the battlefield, personally keeping up the morale of her men and arousing their enthusiasm. We wonder today at her endurance in this period of her life. Two of her children, one of them Catherine of Aragon, were born in the camps.

It was during the siege of Granada that she is said to have vowed not to change her shift until the Moors gave in, and she is said to have kept her word, too. Her tent caught fire once and she barely escaped with her life. So she put her men to work building houses of stone and mortar. The Moors, looking down from their fortress saw a regular city take form right before their eyes and just beside their besieged Granada. Legend has

it that the spectacle was too much for them and that they gave up, realizing how great the determination of their foe was. Granada surrendered on January 2, 1492, thus ending Mohammedan rule in the Spanish peninsula after an existence of nearly 800 years, and the territorial unity of Spain was established.

It was during this siege that she had occasion to observe at close range the hardship and pain brought about by war. Horrified by the sufferings of the wounded, she set aside several large tents for their use. This was the first instance in history of a field hospital.

It was during war with the Moors too that Columbus appealed to her for help. In 1503, she organized the origin of the Supreme Council of the Indies. She was also the patroness of the Great Cisneros in the reformation of the monasteries, which anticipated the reform afterwards executed throughout the whole church.

Everything that she did had for its basis her desire to glorify her religion. Her expulsion of the Jews and her establishment of the Inquisition, however historians of today may view them, were brought by this desire. In the name of her Faith, she drove the Jews out of Spain, and in the name of her Faith, she let the Inquisition flourish with Tomas de Toquemada at its head.

So far as we have seen Isabella as a queen and as a general; now we shall see her as a wife and mother, and as a scholar

(Please turn to page 43)

YOUR HEALTH

JUST A PAIR OF GLASSES is as harmful as a poison unless there is the professional skill behind all of it that determines just what your eyesight should have.

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NOT ASSERTIVE ENOUGH

By JULIANA C. PINEDA
Principal, Emilio Jacinto Elementary School

THE Filipino people have progressed by leaps and bounds during the last thirty years. The Filipinos have made good citizens, responsible and productive members of society. Our people possess many fine qualities. Foreigners have invariably praised us for our hospitality, for our cordiality, for our desire to learn and our aptitude and diligence as pupils.

That we are brilliant students is evinced by the rapidity with which we have progressed in hygiene and sanitation by adopting foreign ways to our own customs and traditions with reference to the management and care of the home, to the bringing up of children, and to the running of the government of our country. Our homes are cleaner and pleasanter places to live in now than they used to be. Our children are trained to become responsible and productive members of society, who may develop into farsighted leaders of the country.

No apology is needed if we attribute the rapid progress of our country to the

institutions: the home and the school. And it does not require any stretch of the imagination or a deep study of our social life before one can definitely point to the builder of our strong and able citizenry—the WOMAN. Whether at home or at school it is the woman's influence which is felt. In the relationship between man and woman, it is the woman who exerts the greater influence over the other, as Dorothy Dix truly asserts, and as everybody's observation will confirm.

Extensive as our advancement has been, we should not be so complacent over our success as to be blind to our defects as a people. An American friend of mine who has taught school in her own country, after observing classes in the Emilio Jacinto Elementary School, remarked, "Your children are so quiet, so easy to control. The teachers have little difficulty in handling them."

The remark was meant for a compliment. But in the very state which evoked this compliment, we should see a weakness. Our children are quiet—too

quiet; easy to control—too easily controlled, I should say.

As we give the Filipino woman credit for our strong points as a people, so should we blame her for our defects. Have you heard a mother's common injunction to her boys when they leave home for play or for school? "My child, avoid getting into a scrap. If you are wronged by a playmate, report him to his parents. Do not fight."

Why not? A boy must fight sometimes just as a man has to fight many times whether in physical or moral sense. Why not allow a boy to get into a scrap? Getting into trouble and ability to get out of it afterwards or learning to be a great loser is an effective way of adjusting one's self to the world of men. The men who fail to fight their way through life, who become discouraged after a failure, who give up in the presence of a difficulty, are those who, as boys, did not know how to fight when it was necessary.

Blame the mother. Blame the woman.
(Please turn to page 38)

TIKI-TIKI

MANUEL ZAMORA

has saved millions of Babies—
I'll save yours also!



Tiki-Tiki Manuel Zamora
The Original
The Genuine
The Finest and Best
Against Infantile Beri-beri

THE VOICE OF A MOTHER—

Read this heart-touching letter of a grateful mother—learn what she did when Baby wouldn't stop crying—It will benefit you!

Mr. Leon Magali, Administrator
Farmacia de Manuel Zamora,
R. Hidalgo, Manila.

April 17, 1935

Dear Sir:

The undersigned is a mother of a baby girl, 3 months old. For nearly two months since the birth of my baby, it always had a bad case of flatulence or "kabag" almost every night—and sometimes even during the day. Very often, when the baby cried continuously and hard, and there seemed to be nothing in the world we could do to stop her, I was afraid that I thought her end would come then and there.

It was a good thing, however, that the doctor who attended me at the Maternity where I gave birth advised me to give my baby a dose of the famous TIKI-TIKI Manuel Zamora from one to three times a day—and especially if the baby would not stop crying. Like all mothers, I did not first pay any attention to the doctor's advice, believing that the medicine was only good for beri-beri. But when I became desperate and almost crazed by the baby's continuous crying, I came to think of it, and with trembling hands I mixed a dose of it with my own milk and gave it to the baby. In a minute her crying stopped. She stayed at all of us as if to thank us for relieving her of her pain. Later, I learned that TIKI-TIKI Manuel Zamora is also a mild laxative, and that in addition to its wonderful qualities as an effective remedy against infantile beri-beri, or "taon", it also cleans the stomach and dispels the gas that gives it pain.

From that time my baby has always been given a REGULAR DOSE of this wonderful medicine, and thanks to its good qualities, my baby has grown healthy and strong. I will not hesitate to join the millions of other mothers who recommend this famous preparation.

Very truly yours,
(Sgd.) Magdalena Collantes de Sian

On Sale At All Good Drug Stores.

Farmacia de Manuel Zamora

Tel. 2-65-25

928 R. Hidalgo, Manila

INTELLECTUAL PIONEERING

13

CAMILO OSIAS
President, National University

THIS new nation of ours has two great and outstanding needs that universities and university graduates should satisfy. These are: (a) the conservation and enrichment of our people's tradition, and (b) the encouraging and undertaking of intellectual pioneering.

The secret of success lies either in the doing of a common ordinary thing in an uncommonly good and extraordinarily excellent way or in the performance of a task or undertaking an original piece of work which contributes to human inherit-

ance. Society looks to the products of a university for light and leading. It expects them not only to follow beaten paths but blaze new trails. In the field of the intellect and of the spirit, there is ample opportunity for pioneering.

Indeed, the door of opportunity is open wide to any individual in the Philippines with a logical mentality and possessed of the pioneering spirit of our Malayan ancestry, vigorous and unafraid. The age of modern progress is in reality comparatively young in the world. Rich returns,

material or in satisfaction, await the veritable pioneer in science and industry, in the arts and the humanities. The new epoch of Philippine history which is about to commence should be distinctive for achievements in the nature of true conquests. It should, in fact, be a renaissance of progress, a reassertion of Filipino dynamism.

At such a challenging era, powers that have hitherto lain dormant should come to full awakening; potentialities that have been lethargic should be brought to life; energies that have been latent should be given release; aspirations that have for centuries been in process of flowering should come to fruition. Filipino capacity placed on its mettle, standing upon the crucible of severe trial, has now the untrammelled chance for golden expression. Our entire resources need rebanding, our vision needs reorientation, and our forces need redirection.

It should be the hope and the pride and the determination of Filipinos to make the next epoch the diamond epoch in our national evolution. Tillers of the soil, common toilers who live by the sweat of their brow, should find new motive to increase production and give added dignity to labor. Men and women with the commercial bent should find it patriotic to capture and control more of the country's trade and commerce. Wage earners and captains of industry in cooperation should redouble their efforts to add to the nation's prosperity. Social workers should do more to ameliorate the condition of the poor and the needy. Musicians and composers should give their best songs and write their best compositions. Artists should produce their masterpieces in sculpture and on canvas. Orators should speak in a new accent, factual, solid, thought provoking. Writers should express themselves in more virile verse and rhapsodic prose. Inventors must draw out of the depth of

(Please turn to page 44)

Accept this gift from CAMAY



The Charm of a Lovely Complexion

FACE your friends each day with the calm confidence that comes with the knowledge of a clear complexion, faultlessly cared for. Use—CAMAY—the soap of beautiful women—to preserve and enhance your skin's smooth loveliness. You will be delighted with the way your complexion responds to daily cleansing with CAMAY.

CAMAY Soap—nothing else—will give results that will amaze you. It provides a treatment that is simple and effective to keep your skin fresh and youthful. Its profuse, yet soothing lather, is mild enough for the most delicate skin. Its pleasing perfume appeals to exacting tastes—and yet it sells at a popular price.

FREE A fine washcloth in exchange for 5 wrappers from the large cake of Camay. Send wrappers to P.C.C. Manila. Offer expires June 1, 1935.



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MANILA MUSIC SCHOOL

Voice, Piano, Violin
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Birthday Greetings from A Ten-Year Old

The first ten years are the hardest.

With the celebration of its first decade of existence, the WOMAN'S HOME JOURNAL cannot but set aside its modesty and congratulate itself for its fine achievements in these years. It confidently thinks that if it had done much good during this trying period, then it can serve better yet during the next decade.

This monthly has always stood by the women and their various activities, outside of and in the home. It is the periodical of women. Be the women housewives, teachers, nurses, government employees or businesswomen, they know that the WOMAN'S HOME JOURNAL fill their needs.

Editorially speaking, then, we have lived up to the resolutions we made when we first made our bow to the public. Ours have been a continuous service to a constituency not accessible to any other periodical of its kind. It has the endorsement of the Bureau of Education, which has placed the Journal under preferred list of magazines for schools, and of various national organizations.

We extend our grateful thanks to the National Federation of Women's Clubs, local clubs affiliated to the federation, and their members for their unstinted support of their official publication. Without this, the Journal might have floundered among the rocks of failure and met the fate of other ambitious periodicals which have disappeared after three months' existence.

The editorial "we" likewise extend our thanks to readers and subscribers who have been faithful to the Journal. We do not hesitate to ask them to give us this same help they are extending us because we know that by so doing they will also do themselves a favor. For, again with pardonable conceit, we find our materials worthy reading matters for everyone.

We cannot express enough

our gratitude to the advertisers of the WOMAN'S HOME JOURNAL who have steadfastly helped us through these years. Local firms and foreign companies have manifested their confidence in us by reaching the women through our pages. To them we promise to resolve to bring them and their products in closer contact with a greater portion of their buying public, the women.

And to celebrate our tenth

birthday appropriately, we make these resolutions:

First, we shall continue serving the women whose interests are for the welfare of the nation. To them we give reading materials that not only cater to mere housewives, but also to women who broaden their outlook beyond the four walls of the home. Women's movements, modern world trends, observations on current events, and a miscellany of those which interest the feminine

population shall, as always, be featured by the WOMAN'S HOME JOURNAL.

Second, we shall increase our reading constituency. The Journal reaches the farthest nook of the Philippines. But through the cooperation of the National Federation of Women's Clubs, whose national extent has never been greater than now, we know that we can acquire more women readers whose influence, economic or otherwise, are felt by the whole nation.

Because of its many services to women, the Journal assumes its place in thought leadership in the Philippines.



Comfort in the Home with an Electric Fan

Comfort in hot weather—when the hot sun bakes our streets, when summer resorts and beaches are crowded with relief seekers?

Certainly! It's a question of having a breeze. It may be hot on the seashore, but you are comfortable with a breeze. A home gets hot, too, but a breeze from an Electric Fan keeps the air moving, making you comfortable.

Best of all, you don't depend on nature for breeze—you turn on your Electric Fan, and immediately the air changes. You can move an Electric Fan to any room, adjust it to any position, and have comfort.

See your electrical dealer, or drop in at our Escotta store, and pick out the fan of your choice.

Manila Electric Company

125 Escotta Tel. 2-19-11



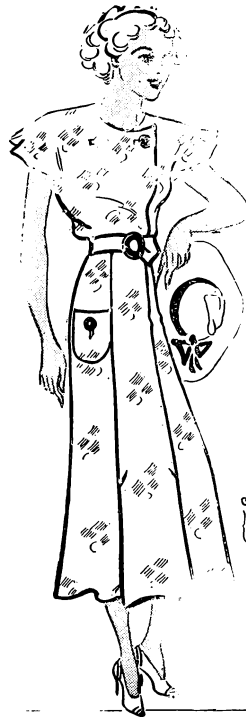
Fashions



Miss Esther Lerma models this fascinating Antipolo ensemble in tropical coloring, pale bright pink. Its feature is the taffeta balintawak in a new soft yellow shade stamped with large exotic pink roses. The necklace of dainty sampaguitas and the parasol are fitting accessories.



Miss Esther Lerma in this beautiful balintawak reminds us of "Back to guitar serenades and moonlight strolls in May." Striking features of the costume are a hand-painted tapiz and panelo of a Philippine view, complete in detail from a nipa hut to a coconut palm.



A smart sports or house frock for the summer.

CHARMING in its simplicity, this frock is as easy to sew as to look at. The sleeves are cut in one with the waist. Width is given the skirt through dart fitting and a pleat in front. Should be made in percale, gingham or linen.

Review



Mrs. Juanita M. Roa, well-known Manila Modiste and originator of the two-in-one Filipino costume, transforms an office dress of Ilocano cloth into an alluring balintawak. The transformation is made by fastening the shirt and sleeves, and putting on the panuelo. The skirt of the original dress forms the tunic effect.

The sleeves are made smaller for facility of movement and fitness for work.

This model is appropriate for plump figures.

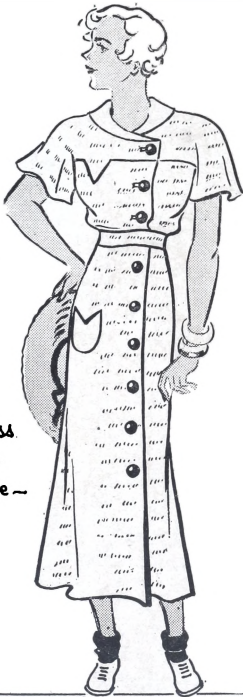
Tunic effect is again favored by Mrs. Roa in this just model figuring a one piece camisa and "tapis." The sleeves are removable by snaps.

Pleated Paltiwag sith are used for the skirt and panuelo.

Adapted to the slim figure



The smart dress of the hour — easy to make —



HERE is a design so smart that it doesn't suggest anything of the usual house frock. The yoke is cut in one with the sleeves, a simplicity that should appeal to the home dressmaker.

HOME ECONOMICS PAGE

WEDDING BREAKFAST MENU

By Mrs. Gregoria Montemayor Albert

Department of Home Economics
University of the Philippines

TYPICAL FILIPINO WEDDING BREAKFAST

	Mangoes Relleno	
Nuts		Olives
	Janon en dulce	
	Cabello de angel	
Ensamada		Poto
Bibinea		Pudding
Flan		Chocolate

AMERICAN MENUS

AN EARLY WEDDING BREAKFAST

	I.	
	Grapefruit filled with White Grapes	
	Fricasseed Chicken	
Rice Flakes		Currant or
Muffins	Crabapple Jelly	Cream
Coffee		

LATER WEDDING BREAKFAST OR LUNCHEON

	II.	
	Cantaloupe or Honey Dew Melon	
	Creamed Sweetbreads and Mushrooms in Bread Patties	
Ripe Mission	Celery	Sweet Pickles
Olives		Gherkins
	Fresh Fruit Salad with Cheese Dressing	
	Assorted Sandwiches	
Ice Cream		Small Cakes
	Bride's Cake	Bon Bons
Coffee		
	III.	
	Iced Melon	
Potato chips		Sliced tomatoes
	Onion rings	
	Individual Pigeon Pie	
Parker House Rolls		Wedding Cake
Coffee		Bombs



A wedding cake always serves as an elaborate centerpiece for a wedding breakfast table.

in his piece. The wedding table should be set with dignified simplicity. A lace or white damask cloth, choice china, clear crystal and gleaming silver blend pleasantly with wedding colors. Accented by a wreath of soft ferns or other delicate greenery, the white wedding cake is centerpiece enough. For pretty individual favors, place above each service plate a small white box bearing the initials of the bride and groom and tied with a fluffy white ribbon. Each guest who puts a piece of the cake in this box to sleep on will have prophetic dreams. Most important, though, is the quality of the wedding breakfast that starts the young couple on their way. The menus and recipes for this important occasion must be of memorable quality such as these suggested.

PIGEON PIE

- 6 pigeons
- Pork fat
- 1 onion stuck with 8 cloves
- 8 slices of carrots
- 2 sprigs parsley
- 2 stalks celery
- 4 tablespoons butter
- 3 tablespoons flour
- 1/5 tablespoon peppercorns

Dress, clean and cut pigeons. Fry (saute) in fat until seared turning frequently. Put kettle nearly covered with boiling water. Add peppercorns, onion, carrot, parsley and celery and simmer un-

til tender. Remove pigeons. Strain liquor and thicken with butter and flour cooked together. Reheat pigeons in sauce and place in individual pyrex pie plate. Cover with pastry, brush with beaten egg and brush surface. Bake until crust is done.

Rice Flakes Muffins

Sift together 1 cup flour, 1/2 teaspoon salt, 2 teaspoons baking powder and 3 tablespoons sugar. Then add 1 cup Rice Flakes which have been crushed with rolling pin. Add 1/2 cup milk to 1 beaten egg and mix with fork into dry ingredients. Add 2 tablespoons melted butter and bake for 15 minutes in a moderately hot oven (400 to 425° F.) in well buttered muffin tins. This recipe makes 8 large muffins.

Creamed Sweetbreads and Mushrooms in Bread Patties

Soak 2 sweetbreads in cold water for one hour, changing the water several times. Drain and plunge into boiling water to which 1 tablespoon Pure Vinegar has been added, and cook for 15 minutes. Drain and place immediately into ice water to blanch. Allow to stand for 10 minutes, then drain and chill. Cut in dice and add to the following sauce: Melt 1 tablespoon butter and blend with 4 tablespoons flour. Add 2 cups rich milk or thin cream, 1/2 teaspoon salt, dash of pepper and 1/2 teaspoon Worcestershire Sauce, and cook, stirring constantly, until thickened and the flour thoroughly cooked. Serve in bread patties and garnish attractively with slices of Stuffed Spanish Olives.

Bread Patties

Cut 1 loaf stale bread into 6 slices, about 2 inches thick. Trim the crusts, cut in squares and hollow out the centers leaving bread cases or patties in which to serve the Creamed Sweetbreads and Mushrooms. Brush the patties slightly with melted butter and toast until delicately brown in a hot oven.

Cheese Dressing

Mash 1 small package soft cream cheese and add 1 cup well seasoned French Dressing, a little at a time, mixing thoroughly after each addition.

THOUGH a great deal of attention is rightfully lavished on the wedding ceremony, the wedding breakfast, too, should come in for its fair share of importance. This first meal should set a standard for endless future pleasant breakfasts. After a midday wedding, the invited guests assemble for a simple three or four course "breakfast" at the bride's home or a nearby club or hotel. With a small group it is gay and friendly for all to sit around one table where everyone may watch the bride cut her wedding cake and find a ring, coin, thimble or button

WEDDING CAKE

- 1 pound butter
- 1 pound sugar
- 12 eggs
- 1 pound flour
- 2 teaspoons cinnamon
- ¼ tablespoon nutmeg
- ¼ tablespoon allspice
- ¼ tablespoon mace
- 2 tablespoons lemon juice
- ½ teaspoon clove
- 3 pounds seeded raisins cut to pieces
- 1 pound currants
- 1 pound citron
- 1 pound pigs finely chopped
- ¼ cup grape juice

Cream butter, add sugar gradually and beat thoroughly. Beat egg yolks until thick and lemon colored, egg whites until stiff and add to the first mixture. Add flour, (except ¼ cup which should be reserved to dredge fruit) mixed and sifted with spices, grape juice and lemon juice. Then add fruit except citron dredged with reserved flour. Dredge citron with flour and put in layers between cake mixture when putting moderate oven, 275°F. Decorate as desired.

ATTENTION TO DIET IS SECRET OF LOVELY COMPLEXION

Most of the ailments that cause rough skin, eruptions and other blemishes on the beauty of modern women are readily eradicable under proper treatment, according to Kathleen Mary Quinlan, who in the last few years has established herself as one of New York's most eminent beauty experts. Although the originator of several processes that have been proved highly satisfactory Miss Quinlan declares that many of the maladies which cause unattractive complexions are more than skin deep and frankly admits that in such instances she has found proper diet an essential part of any effective cure. Fleischmann's yeast, if taken regularly two or three times a day, she says, tends to tone up the system, and has been of inestimable assistance in the treatment of hundreds of stubborn cases.

Miss Quinlan has made skin beautification her life study and her salon in New York is the rendezvous of famous actresses, society leaders and prominent business women. In her opinion a poor complexion the light of present day methods of treatment and advanced knowledge of dietary reactions, is inexcusable, except in rare instances.



Dancing girls from Warner Bros. Studio demonstrating that "yeast is yummy".



DR. JULIO BRAVO... Spain's well-known skin specialist.



Are YOU embarrassed by an unattractive skin?

"She had tried everything for her skin"— reports Dr. Julio Bravo of Madrid

SKIN ERUPTIONS usually reflect internal disorders. Read of a typical case reported by Dr. Julio Bravo, eminent Spanish skin specialist and member of the Spanish Academy of Dermatology.

"Last year," says Dr. Bravo, "an actress with a stubborn skin disorder came to consult me. She told me that she had tried all

sorts of remedies without results. "As the patient was chronically constipated, I advised yeast three times a day. In a short time, the condition of her skin improved and she confessed that yeast had checked her constipation and greatly benefited her health."

Fleischmann's Yeast has

remarkable powers to stimulate, "tone" and cleanse the entire system, ridding it of poisons that ruin your complexion.

Why not try Fleischmann's Yeast? You can get it at your grocer's. Eat 3 cakes a day—plain or in water. If you are taking cathartics, discontinue them gradually, giving yeast a chance to "normalize" you.



Send for the Free Booklet on skin disorders. Address:

Standard Brands of California
Dept. WHJ. P. O. Box 586, Manila

DREAM DESIRES

By MADAME KOLLERMAN

SOFT, clinging dresses that caress the bosom; crisp, sports garments that clad sturdy legs. Simple, sophisticated, exotic. These are dream-desires of girls. To them enjoyment can never be complete without a suitable dress ensemble for the occasion. For, to them, they are armours against any exigency—whether pleasant or unpleasant. Because to girls, really, dresses are an assurance—an indispensable ally.

That is why girls want to have dresses, dresses, and more dresses. Which certainly will not do, especially with the thin allowance they receive from the folk at home or with their just-enough earnings.

They have to find out ways of economizing on dress expenses, the usual solution of which usually runs to—

"I want to be a dressmaker!"

In this manner they are able to be smartly dressed the economic way, besides finding more satisfaction in the make of their dress than when they have them made at the average dressmakers' shop.

Dressmaking is an art that every girl and woman should cultivate. They will find out that it helps them acquire better taste.

In this article, I shall give you elementary pointers in dressmaking that a young

girl should bear in mind should she desire to make dresses for herself and her sisters.

Materials

I suggest that in the choice of material, the young girl should go patriotic. Jusi, piña cloth, or Ilocano cloth are very becoming to her. Soft cloths are best in girls who show slender lines, while thicker ones fit the plump sister.

Lines

Simplicity of lines forms the key-note to the girl's dresses. Youthfulness, vitality, innocence, are shown in the few, becoming curves that should be allowed her. Vertical lines and stripes give slender suggestions to the 120-pound girl, whereas the other girl may indulge in ruffles.

Colors

Which brings me to remind the girl that her collar and sleeves may vary in shape, but they should always be white or pale colors. Youth must be proud of its youth; it should yet give a buoyancy, a hint of helplessness, of a clinging-vine bewilderment so adorable in the girl in her 'teens. White and pastel shades give her this appearance and her choice should run along this variety.

Dresses by the Hour

The style of today favors the striped or plain-material dresses for morning wear. Trimmings are best when they are white; bright ones should be reserved for evening wear.

The afternoon ensemble may either be of plain material or prints. Organdie comes into the scene at this time of the day.

Evening dress may run from white to wine-color to black. But I for one always advise my girls that pale colors are best for the brown maiden—be it in the broad daylight or under the electric light.



It costs so little to provide purest, safest milk for babies—

Carnation Evaporated Milk

Sells Everywhere at a few centavos per tin.

HERE'S correct food for infants—pure, safe and easily digested at low cost, in the red and white labeled tin—Carnation Evaporated Milk.

On sale everywhere at prices within the means of every family, Carnation Milk provides a food supply that will save the lives of thousands of babies and start them on the way to happy, healthful, useful lives.

Mothers! Don't take chances with your children's health. Begin today to give them Carnation Evaporated Milk—double rich, pure cow's milk, sterilized in the tin and therefore free from all disease germs. All you need to do is to dilute with pure, clean water and you have a palatable, nourishing drink.

For Sale at All Dealers in Large and Small tins

SAVE CARNATION WRAPPERS

Carnation Premium Plan extended to June 30, 1936. Watch for announcement of new premium catalog—



PROVINCIAL WOMEN LEADERS

Mrs. SIMEONA KALINGAG PRICE

There is romance in the spectacular ascension of the Price family in Leyte from mere fish contractors to controllers of the great land transportation company of the province.

It was late in the 1890's that Simeona Kalingag, of Cavite came to Leyte with her parents to eke out a living. She kept a small sarisari store, wherein she dreamed her modest dreams. Among her few diversions was going to the parish church to offer her prayers.

She was wending her way to church when Walter S. Price, then soldier assigned to Tacloban, first saw her. This incident, trivial as it may seem, culminated in their marriage in 1900.

The couple led a frugal life because their earnings were small. They scrimped and saved whatever they could, although it was rather hard with so many children coming closely one after the other. There came a day, however, when they were able to buy a truck. In Carigara, a fishing center kilometers away from Tacloban, Mrs. Price contracted fish which they distributed in the inland towns along the provincial road.

Mr. and Mrs. Price would leave Tacloban early in the afternoon for Carigara with the children tucked in the truck. Then at four o'clock in the early morning, the truck winds its way back to Tacloban with its cargo of sleepy children and baskets of fish. The life they led was fraught with work, worry, and frugal savings.

Then they bought a few trucks that were the start of the Leyte Land Transportation Company, one of the largest land transportation companies in the Philippines.

Mrs. Price has now on her hands plenty of time for leisure. Accustomed as she was, though,

with constant work, she would not rest in idleness. There came to her 18 children, 11 of whom survived. But home interests were not enough to keep her busy; she has to devote part of her time to social work.

For eighteen years now, she has been the president of the Tacloban Women's Club. For that same number of years, the club has done a great part in morally cleaning the town. Through her active leadership, the club has successfully campaigned for the closing of cabarets. The Tacloban Women's Club has also been active in improving community health through its puericulture center and the various mother and baby contests it has sponsored.

Mrs. Simeona Price also leads the fight in Leyte for suffrage support. Even now, she is among the political leaders of the ninth senatorial district. She has been responsible for the election of a number of national and local officials.

These activities have also made Mrs. Price a logical social leader of the Leyte capital, and every body admits that she is a most capable hostess, charming both to guests of higher social standing and the lower.

Bowling and mah-jongg are her favorite hobbies. One of her most thrilling experiences was when she was awarded the highest prize for bowling at a ladies' tournament at the Philippine Columbian clubhouse.

A woman of many and varied activities, Mrs. Price still finds time to play the role of the ideal mother. She has this great tribute paid to her by one of her children.

"There is never a mother like her."

ALL-AMERICAN TEAM OF WOMEN FOR 1934

(Continued from page 16)

A hard worker and a determined personality, Miss Booth, now nearing the three score and ten mark, reveals to those who really know her an unexpected love of play. She rides horseback daily, getting up early to do it, enjoys swimming an a doing jack-knives in a Victorian suit. She loves frills, though having been born into the Salvation Army, she has never had a chance to wear them where they will show.

Theater

Slender, dark-eyed Katherine Cornell, the almost unanimous current selection among both laymen and her fellow workers as the great personality of the American

stage, has added new stars to her crown this past year by inaugurating a series of Shakespearean road performances with her own company, herself playing Juliet and other key roles. In private life, Katherine Cornell is the wife of Guthrie McClintic, producer. She works eighteen hours a day, is passionately devoted to the theater, to dogs and the house on the Hudson where she goes whenever she can get away from her career. She wears the same felt hat year after year and, although she can afford ermine and sables, is as likely as not to appear on the street in her husband's comfort (Please turn to page 34)



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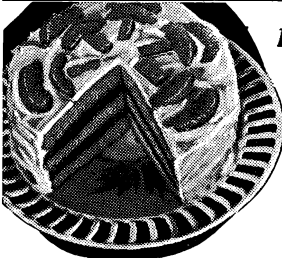
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BETWEEN YOU AND ME

Tarnished with befuddled issues. That best describes the registration on the plebiscite. What with the deluge-after-the-commonwealth, for-shorter-years-of-transition, Sakdal, and suffrage threats, the poor women registrants simply could not know just what the plebiscite was for, anyway.

Which made it an imperative thing for an educational campaign on the question. The women did their bit—more than their bit. They taught the masses that the call for response on the plebiscite was a call on the citizenry, that it was a challenge to the patriotism of every qualified individual of the country.

What made the women's appeal less effective were the various elements that, for some reason or the other, did not wish the women to register.

Among these were the Sakdalistas who simply would not have anything to do with any government policy. Their threats were enough to stay a goodly number of women who desired to register.

Again, there were the anti-constitutionals, the group that would have a shorter period of transition for the Philippines. Because of this bit of disagreement, they

took it into their heads that maybe they would make others desist from voting on the fundamental law.

There was also a group which, because of ignorance of the provisions of the constitution, insisted that the plebiscite was to decide whether women were four suffrage or not. Plebiscite on the women's suffrage will be held two years after the establishment of the commonwealth.

Thanks are to be extended to the Department of the Interior for their fine cooperation with women leaders in their endeavor to secure as many women voters as possible. The department did away with as much red tape at the eleventh hour as it could just so busy housewives and working women could be accommodated.

Of course, a large number of local officials would just stick to their beloved red tape. They desired that women should wait, and "toe the mark" before they would be enabled to exercise their just rights.

Unforseen registration troubles were increased by the lack of registration cards for the women who came to vote. There were many precincts which reported this

and a great part of them sent away the women without entering their names. Luckily, organized supervision on these registrations conducted by various women's clubs prevented such anomalies to occur once too often.

Despite all these obstacles, however, the response of women to their country's call was splendid. Around 200,000 of them flocked to the polls to voice their desires as to their country's fate.

The constitutional plebiscite is a most auspicious initiation of the women into active government participation. It was therefore such a pity that, because of confused issues, women were prevented from voting without undue outside pressure on a non-political question on the basis of citizenship.

A large number of men were rather flattering when they created so much fuss on the entrance of women to the voting arena. They are those men who still retain that antiquated idea that women are intellectually immature and should therefore have nothing to do with issues that pertain the nation. They should realize by now that women of today are intellectually awake and keep abreast with the progress of the times.

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Ballroom Embarrassments

By GUILLERMO V. SISON

If we aren't to be embarrassed, what are embarrassing moments then for?

You can go on spinning your yarn, on how once upon a time you were in such a compromising situation that the only decent thing for you to do was to be embarrassed. What else could you do? I can imagine your sap rushing up to your cheeks, making you look like a red ripe tomato.

Maybe, that was the time when in front of a distinguished crowd you asked a young lady for a dance and she refused to dance with you. And, you, blushing with shame, made a humiliating retreat, wishing that you could vanish into thin air to avoid the silent sympathy if not ridicule of your friends around you. You bowed your head meekly with great humiliation in your heart.

To most of us young people, the commonest occasion where we embarrass others or we are embarrassed ourselves is during dances. I don't know who is to blame in this embarrassing business, but I think that these daring males and these too discriminating females are both parties to the crime.

For instance, it happens that a certain Mr. X asks a lady's pleasure to dance with him without the necessary benefit of acquaintance. So the sweet young thing thinks that the adventurous fellow is simply fresh. Hence the polite but positive refusal. There are some girls, though, who can risk foregoing the "How do you do", but that depends on how the stranger asking for the favor appeals to their romantic sense, or desire for a thrill in an adventure. Most girls, however, are not yet prepared for this sort of thing even in acquaintance parties, so it is advisable to practice "safety first before pleasure."

Or, how can a young man expect a lady's delight to dance with him if his legs can't shake with rhythm and rhyme, and instead of stepping on the floor, he steps on his partner's toes? Or else he has some other unfavorable qualifications not conducive to the enjoyment of music and the art of St. Vitus. Why, certainly, young man, the fair lady's displeasure is rightfully yours, and you must not kick either.

On the other hand, some of the so called members of the fair sex have a very highly developed discriminating taste. They may easily believe in the democratic principles of Lincoln—that all men are created equal, but it does not necessarily follow that all men have equal chances of dancing with whomever they like to dance, even among their acquaintances, nay, friends.

To dance or not to dance with somebody—that is a matter of taste, which I suppose is well guarded by democracy also. The exercise of which, in the ball room, is more enjoyed by men than by women, unless this world turns hotsy-totsy. Under existing conventions, it is the men who roam the dance hall to enjoy their wide freedom of choosing their dance-partners. However, although the women's liberty of choice is limited among those who approach them for a dance, their decision is quite decisive: to dance or not to dance.

So, if he asks her, "May I dance with you?" and she answers, "I am very tired" and such other hackneyed refusal phrases, she is taking advantage not only of her privilege, but I should say, her right. The man will naturally feel hurt. So far, so good. But often times, after having said "I am very tired", she stands up when the right man comes along, without as much fanning herself to show that she is really tired.

At this point, trouble begins. It must. The rejected young man feels insult added to his already injured pride. In as far as rejecting him is concerned, she is perfectly privileged, but beyond that, she had better look out. He can have patience to stand by and wait until she relaxes her legs, but he can't stand it any longer if, while waiting for her patiently, she immediately dances with somebody else. No, siree.

Asking a lady's pleasure for a dance, or rejecting this request is an art which must flower in the ballroom in order to avoid embarrassments and further embarrassing consequences. Very often, it is a matter of approach. And I would suggest the psychological approach. I shall study first myself, my prospects as a dance partner. Can I trip the light fantastic, say with the grade of 75%? Shall I not look ridiculous dancing with my partner? In short, do I think she and I will find pleasure dancing with each other?

But even then, you can never tell. You never can tell what is on a woman's mind. A woman is a woman, you know. And suppose she turns down my offer for a dance, what shall I do? That is the point of this article.

Well, frankly speaking, I guess I'll not do anything at all. If I think that she has reasons honest enough for not being able to dance with me, for instance she has already promised the piece to someone else, I may stick around in hope for the next one. If the line is always busy, I'll beat it for

simply hates to dance with me, (I can gather that from her face), I'll not waste my precious time on her at all.

The reason is plain and simple. If she does not like to dance with me, she does not like it. I shall not ask for explanations. Maybe, I am just a big drop of castor oil to her. Her rejecting me is certainly not flattering to my vanity, but I can take that on the chin. I can be a "sport" in the popular parlance. I can be broadminded. I'll just ask myself, why I do not dance with that other girl in the corner? I know she likes to dance with me.

My ball room philosophy is just this: you may dance with a lady if she pleases, and don't force her to dance with you if she does not desire it. What is the use? The lady may say she is tired, but believe me, she is not tired. And taking for granted that she is, she

still will find relaxation dancing good. I hope the ladies will strike out that "I am tired" alibi from their ballroom vocabulary. It is so insincere. It usually means "I don't like to dance with you." We, men, don't believe it, you know.

Two more words. If you offer for a dance is turned down, you can be disappointed, your manly pride can be hurt. Nobody can prevent that. But don't throw wine, water, or beer at the lady's face. These liquid things are for you to drink. Besides, that is ungentlemanly. You may throw flowers. And to the ladies, what about rejecting partners with a smile on your lips? A smile may mean more than anything else to some.

Finally, the safest device to prevent these embarrassing moments in a dance is for you to bring your own partner. Do you think she will refuse to dance with you? If she does, why can you drag her home. She deserves it.

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SHORT CUTS TO BEAUTY

GUIDE TO CHARM

GRACE, poise, proud posture . . . these mark the beautiful, the personable woman.

A healthy body, good posture and freedom from fluttery and futile gestures are important assets to the woman who would be charming.

General health depends on wholesome diet, sensible clothing, plenty of sleep, exercise in the open air and a pleasant mixture of work and recreation. The healthy woman radiates an energy and vigor that are always attractive, no matter what else she may lack. And a perfectly healthy woman has a good posture.

Carriage is particularly important in that it may be an index to character. Thus, the girl who walks with head thrust forward in ungainly fashion is apt to be

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Beauty devotees are enthusiastic over the beautifying qualities of Mercolized Wax. The principal reason for its wonderful merit is that it works in harmony with physiological laws. Instead of hiding complexion defects, it removes them—gradually, causing no inconvenience. It is Nature's way of renewing the complexion. When the natural process is retarded because of deficient circulation or nerve tone, Mercolized Wax comes to the rescue and hastens the skin shedding. The new complexion which appears is a natural one, youthful, healthy, exquisitely beautiful. Try Mercolized Wax tonight. Mercolized Wax brings out the hidden beauty of your skin. Powdered Saxotite reduces wrinkles and other age lines. Simply dissolve one ounce Saxotite in one-half pint weak hazel, and use daily as an astringent lotion. At all drug stores.

thought lacking in emotional stability. Letting the stomach lead suggests that you are the physical type, deficient in both mental and emotional qualities. But the person who walks with chest out is likely to be well-balanced emotionally, physically and mentally. And don't forget that weight on the ball of the forward foot when standing indicates to the knowing a giving, generous nature.

Charm in the drawing room is enhanced by grace in sitting. Seated, spinal column, neck and head should still be in a straight line. And if you cross your knee, do it above the knee and never below.

Brandishing or waving the hands when you talk, twisting and turning the body when listening to another person, shuffling from one position to another while standing or sitting—all these come under the head of futile gestures. Eliminate them for they are ugly and detract from your charm. Let every movement have a meaning. Place your feet firmly on your lap unless you need a gesture to embellish and clarify the thought your lips are uttering. Place your feet firmly on the floor and leave them there. Learn to relax without slumping. And fidgeting and aimless walking about in public give you away as lacking in poise and, therefore, charm.

BEAUTY'S TEN COMMANDMENTS

I. Thou shalt cultivate a love aggerated manner, or one that ap-

self look thy best at all times.

II. Thou shalt strive with infinite care to preserve the beauty that nature hath given thee, and strive always to add what nature has neglected to give.

III. Thou shalt not forget that fresh air and sunshine, right living, and right thinking are the first requisites of health, and that good health is essential to beauty.

IV. Thou shalt so order thy time that each day shall be spent to advantage, never neglecting to give the mind and body the daily repose and rest that they require, particularly sleep—"nature's sweet restorer."

V. Thou shalt assist nature whenever possible by the use of cosmetics and other remedies, remembering that we live unnatural lives, and that therefore must adopt artificial means to preserve and enhance the beauty that nature has given.

VI. Thou shalt not disgrace nature by imitating it in an exaggerated manner, or one that appears artificial; for otherwise it becomes grotesque and thou wilt appear a caricature.

VII. Thou shalt strive to be natural and look natural, just as nature would have made thee had thou livedst always under the smile of her sunbeams and in her pure, invigorating atmosphere.

VIII. Thou shalt never expose thyself to public view when assisting nature by artificial means, but shalt always do so in the privacy of your chamber. "Art that conceals art" shall be thy motto, and modesty thy password.

IX. Thou shalt carefully remove thy make-up every night before retiring, thoroughly cleansing thy face, hands and neck, and gently

massaging them with the palms and fingers, and then applying such unguents as thy complexion needeth, so that thou shalt fall into a pleasant and gentle slumber, and awake next morning refreshed and revived for the day's duties.

X. Thou shalt always remember that true beauty comes from within; that thy inward thoughts are reflected on the countenance; that kind thoughts, good deeds, a sweet temper, and a sympathetic heart form the best foundation cream for the finishing touches that cosmetics will give thy countenance.

NO COSMETICS? LOOK IN THE KITCHEN

If for any reason your supply of store beautifiers runs low and you are too far off the beaten track these vacation days to replenish it, just consult the kitchen shelf. You'll find there a fine lot of substitutes and you may even pick up some excellent habits that you will want to continue after you go back to the drug-store sector.

First of all, there's oatmeal. Put a bit into a cheesecloth bag and throw it into the tub to soften your bath water. Your skin will feel twice as velvety after a plunge into water that has had the cereal treatment.

Don't forget lemon, either. Soak your elbows and your knees in lemon juice to make them white and soft. Take off fruit, tobacco and ink stains on the hands with it. Use it, too, as a rinse for the hair after a shampoo, but don't forget to rinse again with clear water. Vinegar is another kitchen cosmetic that does well by your hair: in a rinse.

YOUR EYES— The Mirrors of Your Soul

During the hot season your eyes need special care. Dirt, dust, the bright sun—all cause a certain amount of irritation. A few drops of EYE-MO applied daily soothes the irritation and cleans the eyes thoroughly. EYE-MO is the formula of an eminent oculist who has devoted years of study regarding the eyes. Leading physicians approve of the daily use of



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HEALTH PAGE

INFANT MORTALITY CAMPAIGN

The Division of Maternal and Child Hygiene, Bureau of Health has sent out 112 nurses for an intensive campaign for the reduction of infant mortality. There are twenty-one nurses more under training to be sent out later for this campaign. The nurses are assigned in the municipalities having excessively high infant mortality, usually caused by beriberi. The nurses work under the guidance and supervision of the presidents, sanitary division.

Plan of Work—The plan of work to be performed by the nurses may be briefly stated as follows: Each nurse should cover an area with a population from 8,000 to 10,000 depending upon the accessibility of the place where she will be assigned to work. In a municipality having more than 10,000 inhabitants, the nurse should not be made to cover the entire municipality but assigned only to a barrio or a group of barrios selected by the local Health Officer which to his judgment based on his record of infant deaths, the greater number of babies die. By this plan, we can expect the nurse to be thorough in her work and at the same time render service in places where she is most badly needed.

Specific Work For Nurses—The most important work of the nurse is home visiting for educational purposes. Within the area she is covering she should have a complete census of the babies under one year of age and expectant mothers and come in contact with them as often as possible specially when dealing with sick cases and deliveries.

Home Visiting—Home visiting is emphasized while the clinic is secondary. In the nurse's home visiting, her first consideration should be the preservation of the health and life of the infant and expectant mother by giving instructions on the proper feeding including vaccination and nursing care whenever necessary. But as the health of the infant depends to some extent on the condition of the environment, effort should also be directed in improving the health and nutrition of the family, housing condition and such factors as drinking water and toilet facilities which have an important role in the prevention of certain communicable diseases.

Puericulture Center Clinic—Consultation for babies and mothers in the clinic of the President of Sanitary Division may be held once a week or once every two weeks depending on the schedule of town visits of the said officer but if the consultation cannot be

held regularly and at certain fixed hours, it is better not to have them at all and instead the President of Sanitary Division will call at the homes where the nurse thinks his services are necessary.

Preparation of Program—It is important to arouse the interest of the prominent people and inhabitants of the locality in general, in order to secure their cooperation. For this purpose, the District Health Officer is requested to arrange on certain days a program in the towns where this kind of work will be carried out. It is desirable that the local leaders be invited to participate. The Vice-Governor General, the Commissioner of Health and Welfare, and the Medical Adviser on Public Health and Sanitation to His Excellency, the Governor-General

have expressly given their promise to attend the local programs.

Part of the Women's Club—The Women's Clubs are earnestly requested to cooperate with the nurses and health officers for the promotion of the campaign. Suggestions for such activities which the clubs can sponsor to help the campaign are found in the page for the Federation Notes.

IMPORTANT THINGS TO KNOW ABOUT TUBERCULOSIS

(From slides prepared by the Tuberculosis Section, Bureau of Health)

REMEMBER THIS

Tuberculosis is not inherited. Tuberculosis can be prevented.

Tuberculosis can be cured if found in time.

THE SIGNS OF TUBERCULOSIS

1. A tired feeling
2. Loss of weight
3. Afternoon fever
4. A cough
5. Spitting blood
6. Night sweats

THOSE WHO ARE SICK WITH TUBERCULOSIS NEED

- Fresh air
- Rest
- Good food
- Clean bodies and clean clothes
- Cheerfulness
- A good doctor

THESE THINGS HELP TO CURE TUBERCULOSIS

- Fresh air
- (Please turn to page 37)

"Doctor—my baby cannot drink milk!"

"KLIM will put an end to that trouble!"



DOCTORS recommend Klim Powdered Whole Milk for babies—even the frailest babies—without hesitation.

For in the drying process, the fat globules of the milk are broken up—making Klim more digestible than the usual cows milk—kinder to tiny stomachs. It is rich in nourishment, and delicious—as nourishing and delicious as the finest cows milk you can buy. And pure as the sternest sanitary supervision can make it.

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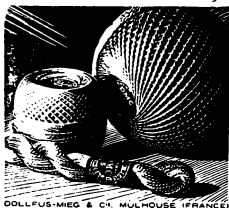
FEDERATION NOTES

NARRATIVE REPORT OF THE NATIONAL FEDERATION OF WOMEN'S CLUBS TO THE COMMISSIONER OF PUBLIC HEALTH FOR THE MONTH OF APRIL

- 1.—Transfer of the Federation Office from Room 218 Regina Bldg. to the Club house of the Federation at 1132 California, Corner San Marcelino.
- 2.—Success of a letter survey made through all Municipal Presidents to determine number of organized Woman's Clubs and periculture centers, and to secure names of at least five civic-spirited women in localities where there are no clubs or centers.
- 3.—Provincial assignments of workers to promote the literacy and educational campaign on the constitution, organization and reorganization of clubs and centers.
 - a. Miss Soledad Pulido—Tarlac, Pangasinan, La Union, Abra, Ilocos Sur, Ilocos Norte.
 - b. Miss Alicia Gallardo—Cebu, Bohol, Or. Negros, Iloilo, Capiz, Antique and Negros Occ.
 - c. Miss Maria Navarro—Bicol region.
 - d. Miss Felicidad Escano—Tayabas and Batangas.
 - e. Volunteers—Followed up provinces near Manila. Bulacan, Cavite, Rizal and Laguna.
- 4.—City assignments.
 - a. Organization of executive committees in the different factories for the literacy and plebiscite campaign.
 - b. Meetings with city women's club for literacy and plebiscite campaigns.
 - c. Special meeting of the Board of Directors with Under-Secretary, Leon Guinto, to plan educational campaign for the plebiscite. Posters, slides and radio programs were decided upon.
 - d. Other forms of service rendered to encourage women to register. Distribution of identification cards through city Women's Clubs. Use of the Federation Office as clearing house during the two registration days. Complaints were received and adjustments made whenever necessary.
- 5.—Organization of literacy classes in the social centers of Paco, San Andres, Intramuros, Associated Charities, Bureau of Health Clinic, Y. M. C. A.

or college of education graduates who are waiting for jobs, to do the work. Ask the mothers to send their pre-school children two or three times a week to be taught songs and games. This service will give the mothers a chance for leisure.

- d. Establishment of playgrounds. The equipment should be simple and can be donated by carpentry shops of the town. Some younger girls or boys who have some athletic training can take charge of such playgrounds.
 - e. Encourage expectant mothers to employ services of municipal doctors and district nurses. It must be explained to them that such services can be had free. Arrange with private doctors to attend cases and be allowed to pay in kind if cases are indigent.
 - f. If there are center buildings no longer used for lack of fund, use them for the kindergarten work.
- 3.—Where there are centers in operation, these suggested activities can be undertaken to vitalize center work and encourage attendance.



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SUGGESTIONS SENT TO LOCAL CLUBS AND CENTERS

- 1.—On account of the financial responsibility of the establishment of periculture centers, new clubs are advised to start with simpler activities requiring very little fund if any, which will ultimately lead to the establishment of a center, finances permitting.
- 2.—Suggested activities:
 - a. Organization of Mothers' Clubs to make layettes for free distribution to indigent mothers.
 - b. Periodic lectures to mothers on juvenile problems such as falsehood, stealing, disobedience, etc. Materials for these lectures are prepared by the Federation.
 - c. Organization of an informal kindergarten. A small downstairs room can be had free for such purpose. Enlist one or two of normal

PERSONALS

Mrs. Pilar H. Lim, president of the National Federation of Women's Clubs, addressed the first convention of the Provincial Federation of Women's Clubs of Laguna.

Mrs. Sofia de Veyra, Vice-president, in her trip to visit the different penal colonies, took occasion to contact local women leaders enlisting their cooperation for the proper carrying out of the Federation projects for our intensive educational campaigns for the constitution.

Mrs. Geronima T. Pecson, treasurer of the Federation and business manager of the Woman's Home Journal, addressed public meetings in Iloilo and Bacolod during her trip to the South to attend the Parent-Teachers' Association annual conference.

Miss Rosario Ocampo and Mrs. N. Almada-Lopez, members of the board of directors, campaigned actively for the registration of women in the city.

NEWS

PROVINCIAL NOTES

ABRA

There are two women's clubs and one center in the province. The Bangued Puericulture Center is a well-established center, while the La Paz and Dolores Women's Clubs are newly organized. The women in other towns are, however, eager to organize according to Miss Pulido, who visited the province to return to Abra for organization work.

BOHOL

A letter has been received by the N. F. W. C. from Mr. Gualberto V. Enriquez, municipal president of Jetate, Bohol, about the appointment of young Mrs. Melania E. B. Camacho-Dungug, as chairwoman of the board of inspectors of precinct No. 1, of that town. The N. F. W. C. wrote Mr. Enriquez, a letter of appreciation for being a friend of the cause of women. Mrs. Dungug, was congratulated for her opportunity for service.

BULACAN

Bulacan—On April 21, an election of the club was held. The officers elected were:

- Dra. Josefina Rodrigo-Ayuyao—Pres.
 - Miss Emilia de Jesus—Vice-Pres.
 - Mrs. Celeste M. Cruz—Sec.
 - Miss Paula de Jesus—Vice-Sec.
 - Miss Cleope Ramos—Treas.
 - Miss Ramona Delgado—Vice-Treas.
- Members of the Board of Directors:

- Miss Natalia Icasiano
- Miss Lidia Icasiano
- Miss Juana Molina
- Miss Gliceria Tansinsin
- Miss Otilia Shapit
- Miss Angelina Rodrigo
- Miss Renata Icasiano
- Miss Consuelo Hernandez
- Miss Asuncion Enriquez
- Miss Rosario Alfonso
- Miss Rosario Lava
- Mrs. Natividad I. Roxas

Malolos—The Malolos Woman's Club has a new puericulture center. A fence around the building is needed to com-

plete the project. The resourceful officers of the club are asking a number of prominent women of the town to donate one meter of the fence. The name of the donor will be inscribed in the post. A novel idea!

ILOCOS SUR

In spite of the lack of women's clubs in Ilocos Sur, 3,532 women voters registered. Requests have been made by women leaders in many towns for a representative of the N.F.W.C. to organize women's clubs in their respective towns.

LA UNION

The Naguilian Woman's Club has thirteen well organized auxiliary clubs, one in each barrio. The efficient organization of the club was responsible for Naguilian having the largest number of registered women voters in the whole province.

LAGUNA

The first annual convention of the Provincial Federation of Laguna was held on Easter Sunday, April 21, on the eve of the registration for the plebiscite. About twenty towns of Laguna were represented. Mrs. Cipriano Unson, the active president of the federation, two weeks before the convention, visited all the towns of her province urging them to organize clubs to be represented at the convention. She took time also to arouse the enthusiasm of the women for an intensive campaign for the plebiscite registration.

As we go to press, word has been received that the energetic women of Laguna, registered 12,000 women voters. The N.F.W.C. gave each province a goal and Laguna claims the distinction of being one of the two to reach the goal. Manila registered 13,000 women, its quota.

PANGASINAN

Pangasinan is credited with 11,287 registered women voters. The towns of San

Carlos led with 1,065, Dagupan second with 966 and Lingayen third with 603.

The Dagupan Woman's Club held a Woman's Club Day on April 28th in connection with the installation of its new officers. Mrs. Geronima T. Person, treasurer of the N.F.W.C., was the guest of honor. A literacy demonstration was conducted by Miss Soledad Pulido, field representative of the N.F.W.C. A musical program and a tea-danzant were the interesting features of the day.

RIZAL

Calocan—The Woman's Club of Calocan is the first club to request for lecture materials on juvenile delinquency. The materials are being prepared and will be released in June or July.

Pasig—Social Health Center of the Club was inaugurated recently. The active officers take terms to be on duty in the center. A series of demonstrations are being held in connection with the center.

TAYABAS

The Tayabas women headed by Mrs. Rodriguez, wife of the provincial governor, campaigned actively for the plebiscite. They secured a very encouraging member.



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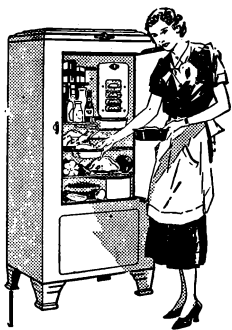
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Convenience....because you want to store perishable foods in a way that will make them easy to get at when you want them, including plenty of clear ice cubes.

On these three points alone the new Air-Cooled ELECTROLUX Refrigerators will more than meet your expectations...as it has with thousands of other women. Once the Electrolux has been put into operation you have the most dependable, most economical and most convenient refrigerator available. This has been demonstrated in active use by many families during the years past.

split shelves.



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ELECTROLUX
THE SERVEL *Gas* REFRIGERATOR.

A tiny GAS flame is all that is required to operate this most modern refrigerator. That flame is as dependable as the Gas in your kitchen range. There are no moving parts to wear out and cause interruptions or expensive repairs. Our regular GAS service will see that no interruptions occur.

Come in and see the Electrolux; let us arrange to install one for you.

FOR PROVINCIAL HOMES

We also have the PETROLEUM-OPERATED Electrolux...exactly the same as the other except that it operates with cheap petroleum where GAS is not available. Send for details.

MANILA GAS CORPORATION

ALL-AMERICAN TEAM OF WOMEN FOR 1934

(Continued from page 27)

able old topcoat.

Social Service

Mrs. John D. Rockefeller III leads this year's procession of society women who have turned in unprecedented numbers to systematic good works. This young woman, who has undertaken to wear what is perhaps the most famous name in industrial America, devotes two days of every week to social service work. She is held up as a model to other volunteers by the heads of the organizations to which she gives her time, for while she, of course, accepts no money, she is thoroughly professional in her methods—always on time, never fails to appear for duty and does whatever is assigned to her with precision and care.

Business

When she became the first woman president of a great Fifth Avenue woman's specialty shop, Mrs. Floyd Odium, attractive mother of two sons, already knew the business from the ground up, for she had spent two years in the store in an advisory capacity.

The wife of a self-made man who built a vast fortune from nothing in seventeen years, Mrs. Odium accepts no salary and has invested her own money in the shop. She is the daughter of an elder in the Utah Mormon church and cares intensely for the cliffs, buttes and arroyos of her native state. She has a camp in the Utah mountains and when she can find time to rest from the responsibilities that take all her waking moments (for she keeps her finger on every detail of the business), she goes back to play the guitar and sing mountain songs with her three sisters. She has a soft, lovely voice, red hair and green eyes that take the measure of everybody she meets.

Aviation

When the aviation achievements of 1934 are totaled up, the man, in my opinion, goes not to some fiercer who has broken a distance, speed or endurance record, but to Phoebe Fairgrave Amle, who as government Special Assistant for Air Intelligence, has worked quietly and faithfully, helping aviation to come back. Her special assignment has been fact-finding in the field and work in the laboratory unsnaring special problems of airplane construction and traffic. Miss Omie, who is indifferent to clothes and cosmetics, began to fly before she got out of her teens, has won most of the flying honors there are and married her flying instructor.

International Affairs

Sarah Wambaugh, red-haired and close-mouthed where her own

affairs are concerned, knows more about plebiscites than any other person, man or woman, in the world. Miss Wambaugh's official title is Technical Adviser and Deputy of Commissioner of the Plebiscite Commission, but she often sits as commissioner and when any crisis that nobody else can handle comes up, she is always sent for and always knows what's wrong. Miss Wambaugh intended to be a professor and then leaned for a while toward politics, but apparently as long as there are plebiscites to be held, she is elected and her other careers will have to wait.

Literature

Carrying her hat in her hand so that her publishers would know her, Caroline Miller, mother of twins, came to New York and fame fresh from a tiny village in Georgia where she had, in a drug store, to do most of her writing because there was a table and nobody interrupted. Mrs. Miller's first novel, "Lamb in His Bosom," won the 1934 Pulitzer prize and for months led the best seller lists. New York wanted to lionize the pretty, fresh-faced young author, but she got so homesick for her husband and children that she dashed away from parties and homage to be greeted at her home station by a complete turn-out of her neighbors, led by a band. She is writing another novel now.

Sports

For the third time the little, hard-hitting straight-speaking daughter of California in 1934 won the national tennis championship. The task of holding this coveted honor requires more than skill; it needs a level head, poise and good common sense. Helen Jacobs has them all. She neither smokes nor drinks and is renowned for the fact that she never goes in for rigid dieting, but observes moderation in all things.

Science

When George W. Crile of the research laboratories of the Cleveland Clinic illustrated before the National Academy of Sciences that energy actually radiates from living processes, it was a woman biologist, Dr. Maria Telkes, whose work was hailed as having produced the most striking results. In the demonstration room, the lights were turned off and Dr. Telkes poured a white liquid into a flash containing a greenish one, in which the proteins of a calf brain had been dissolved. Slowly from out the darkness came a glow, faint at first, then growing stronger, that proved to those scientists that oxidation causes even dead brain tissues to give off radiation.

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 CLASSES BEGIN JUNE 10, 1935

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Intermediate (Three-Year course)	Combined Secondary General and Home Economics (Four-Year course)
Secondary Commerce (Four-Year course)	Secondary Accelerated (Three-Year course)
Secondary Home Economics (Four Years)	

University Courses

LIBERAL ARTS:—	NORMAL HOME ECONOMICS (E.T.C.) Two-Year course
Associate in Arts (A.A.) Two-Year course	NORMAL COMBINED GENERAL AND HOME ECONOMICS (E.T.C.) Three-Year course
Preparatory Law (A.A.) Two-Year course	PHARMACY (B.S. Phar.) Four-Year course
Preparatory Medicine (A.A.) Two-Year Course	DENTISTRY (D.D.M.) Four-Year course
Preparatory Education (A.A.) Two-Year course	HOME ECONOMICS (B.S.H.E.) Four-Year course
Associate in Commercial Science (A.C.S.) Two-Year course	COMMERCE (B.S.C.) Four-Year course
Bachelor of Science (B.S.) Four-Year course	EDUCATION (B.S.E.) Four-Year course
Bachelor of Science (B.S.) Four-Year course including Chemistry and Industrial Chemistry.	POST GRADUATE COURSE IN EDUCATION (M.A.) One-Year course
Bachelor of Arts (A.B.) including Philosophy and Journalism—Four-Year course	LAW (LL.B.) Four-Year Course (Manila Law College)
OPTOMETRY (Gr. Op.) Two-Year course	
NORMAL GENERAL (E.T.C.) Two-Year course	

Other Courses

MUSIC (Piano and Voice Culture):—	Home Decoration
Music Teacher's Certificate	Fruit Preservation
Bachelor of Music	INDUSTRIAL CHEMISTRY:—
Master of Music (Piano and Voice Culture)	Toilet Preparations (Soap and Soap products, toilet powders, toilet waters, Hair preparations, Lip salve and rouge sticks), Skin cream and lotions, Manicure preparations, Etc.
PAINTING:—	Food Products (Ham, bacon, fish, sausages, vegetable canning, fruit canning, vinegars, alcohol, eggs, Etc.)
Decorative Painting	Industrial preparations (Ink, pastes, varnishes, wax, textiles, leather, fertilizer, Etc.)
Regular Painting	Photography
HOME ARTS:—	
Cutting and Dressmaking	
Different Arts of Cooking	
Embroidery (Hand and Machine)	
Artificial Fruit and Flower Making	
Industrial Work Teacher's Course	

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FOR GRADUATES

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offered to

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DORMITORIES

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MANILA

Azcarraga St.

UP ON THE HILLS

by

MARIA CONCORDIA DUARTE



MISS PACITA DE LOS REYES sports her Antipolo ensemble of matching "terno," balintawak, parasol, and accessories.

The mountain breezes flirtuously play hide and seek among the thickly foliated plants; along the winding road, the birds twitter in excitement while the horns of cars rancously demand the right of way; the sun shines on benevolently; the silver clouds chase each other joyously; and the rippling waters frequently burst into bubbles of merriment.

Because the Antipolo season has begun. Youth and age alike flock to that town nestling among the hills. They are there to capture that illusive spirit not found in any other season of the year. Romance, love gaiety, and piety all share in creating this appeal Antipolo has for low-landers.

The church patio is the center of this vivid gathering of summer pilgrims. Peddlers display their wares while people

come and go in their care-free way. Young men and women, conscious of their picturesque costumes of balintawak and barong Tagalog, form a gay crowd of all that is romantic. Here and there are somber tones added by pious women who, deep in their devotion for the Antipolo Virgin, still could smile in sympathy and drift into reminiscences of their own days.

Don't you wish you were there? Would you not care to see yourself in your Antipolo ensemble joining in the refrain—

"Let us go to Antipolo" ?

Then share with us the enjoyments of the Antipolo pilgrimage — with your own group.

The stage is set for the drama of romantic youth.

NOT ASSERTIVE ENOUGH

(Continued from page 19)

But why is the Filipino woman so pacific so anxious to avoid a fight? The answer is not hard to find. A woman who has been made to take just what is offered her, the woman who, as a citizen, has lived only upon the crumbs on the civic and political table of man, cannot be expected, hard as she might try, to produce a citizenry which is perfectly virile.

A freedom-loving woman will produce freedom-loving children. A woman who fights for her just rights will breed fighters, not beggars, for their rights. And a woman who enjoys her full rights as a citizen will be able to give to the country citizens who are not handicapped by an excess of pacifism and a sense of inferiority.

The Filipino woman, therefore, must be a bull-plighted citizen, enjoying all the inherent rights of a citizen, to be able to raise the most desirable type of citizens for the Philippines.

LADIES:

Fly to your appointments in

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Travel by Air, and amid thrills, enjoy from
the clouds the Scenic Beauties of
The Archipelago.

SAFE, FAST, AND FREE FROM DUST

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— ILOILO

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— ZAMBOANGA

HEALTH PAGE...

Cleanliness
Good food
Rest
Cheerfulness

HOW WE GET TUBERCULOSIS

The tuberculosis germ enters the body through the mouth or nose. It comes from other sick people. It may be passed to a well person. It may come to us in sputum or spit and in the droplets coughed out by a person who has tuberculosis.

HOW TO PREVENT TUBERCULOSIS

Keep children away from sick people.
Wash your hands before eating. Don't spit on floors or sidewalks. Sleep with windows open. Cover your mouth when you sneeze or cough.

IF YOU THINK YOU HAVE TUBERCULOSIS GO TO

1. A good doctor,
2. The nurse,
3. The nearest clinic, or
4. The nearest sanatorium or hospital

A healthy body resists tuberculosis.

Children need milk to keep them healthy.

Keep a goat and have milk for children.

Spend your money for good food. Buy a blanket for cool nights and sleep with windows open.

Cleanliness helps to prevent tuberculosis.

Wash your hands with soap and water before eating.

Take a full bath every day.

Clean your teeth daily.

Avoid putting your fingers in your mouth.

Good food helps you to have a healthy body.

Eat green, leafy vegetables.

Eat fruit and eggs.

Drink milk.

30,000 Filipinos die every year from tuberculosis.

1,000,000 have tuberculosis now.

A country needs a hospital bed for every death from tuberculosis.

THE PHILIPPINE HEALTH GAME

1. Eat green, leafy vegetables every day.
2. Eat fruit every day.
3. Drink much safe milk.
4. Eat unpolished rice or other whole grain cereals.
5. Eat eggs at least twice a week.
6. Drink safe water many times a day.
7. Eat breakfast every day.
8. Move your bowels at a regular time every day.
9. Take a full bath with soap at least twice a week.
10. Wash your hands with soap before eating and after the toilet.

11. Clean your teeth twice daily.
12. Exercise daily in the open air.
13. Sleep long hours, with windows open, under a mosquito net.

PLAYING THE GAME WITH OTHERS

Cover your mouth with a handkerchief when coughing

or sneezing.
Avoid spitting because it makes you unpleasant and it is dangerous to others.

OTHERS PLAY THE GAME WITH YOU

The doctor gives you a thorough physical examination regularly.

The dentist examines and treats your teeth regularly. The nurse helps you guard and promote your health.

The government agencies help you keep the community safe to live in.

The school provides a sanitary toilet for you.



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Doctors and Nurses all over the world are now telling mothers: **“PUT BABY ON LACTOGEN”**

and now ...

“LACTOGEN” CRUSTIES

A new delicious, nourishing cereal food—easily digested, pleasant to taste and a great help in building up strong bones and healthy bodies.

When teething, give baby half to one Crustie before each meal for biting and chewing exercise.

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THINGS PHILIPPINE

By VALERIANO K. LUZ
Chief, Trade Promotion Division, Bureau of Commerce

The Manila Trading Center and Exchange was created and established by Act 4069 at the initiative of former Secretary Vicente Singson Encarnacion and Under-Secretary Jorge B. Vargas. It was the result of a long and serious study by Secretary Singson Encarnacion and the objects of its creation was to satisfy the demand of local manufacturers to secure help from the government in looking for market for their products.

While the Manila Trading Center and Exchange is established not for profit but simply for helping Filipino manufacturers, yet it is the policy of the government to run the trading center in a business-like way so as to enable it to render to the manufacturers the greatest degree of help and cooperation by making an extensive propaganda and actually looking for market for their products, not only in Manila but also in the provinces. So in line with this policy, we have not only established the Manila Trading Center

and Exchange in Manila but we have also started organizing trading centers, although in a smaller scale, in the provinces so that greater outlets could be found for the marketing of the products of the different manufacturers in the Philippines. Right at the present time, we have already established 8 different provincial trading centers and more are expected to be established in the future. It is gratifying to note that we are meeting with very encouraging results in the provinces as the public in general is willingly responding to the campaign that we are waging for greater production and consumption of local products. This movement, undertaken by the government in connection with this work, is especially significant in our government. For this reason, it is the duty of all and every one in the Philippines to do its bit in the movement that we are now undertaking for national economic protectionism. The Governor-General himself has in many instances emphasized the necessity of the Filipinos taking our economic problems in a more serious way and pointing to us the neces-

sity of greater control in our trade and commerce if we will ever aspire to become really a free and independent country and expect to be on the same level as the other countries that now enjoy their freedom.

The Government in its campaign for national protectionism can find no better means of carrying out this plan than thru the instrumentality of the Manila Trading Center and Exchange. This institution was founded by the government precisely to carry out this program of activities which will tend to strengthen the economic position of the Philippine Islands. It is, therefore, but natural for the people to expect the Manila Trading Center and Exchange to formulate plans and policies whereby greater participation in the field of commerce and industry could be attained by our own nationals.

There has been noted a sign of activity on the part of our manufacturers and merchants since its creation. We have practically extended our help to all classes of manufacturers in the Philippines including the big and the small

ones, in making an extensive propaganda of their different lines of goods. Not satisfied with this, we have sent out floating exhibitions and traveling fairs to create demand for local goods in every nook and corner in the Philippines. This created a favorable comment on the part of everybody and actually increased the actual consumption of Philippine products. The most important elements both in Manila and in the provinces, realizing the significance and value of our campaign in this direction, has pledged their support and cooperation to the Manila Trading Center and Exchange and now hand in hand, we are struggling to carry out the laudable and patriotic plan of the government for greater production and consumption of home produced goods to protect native products. The people seems to realize and seems to be conscious of the fact that the belief before that all imported products were good and the local products were bad, has no foundation. As a matter of fact, some home products are as good, if not better, than the imported ones.

The Filipinos have special ability for imitation. They do not content themselves to imitating things that they see but struggle and try to improve and perfect these goods. This is a quality of the Filipinos that is considered by many to be

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inborn among our countrymen. The result of this is the imitation of some of the imported goods to perfection and not only imitation but, to a certain extent improvement of these goods that Filipino manufacturers have seen from other manufacturers. Now take for instance the case of textiles. The imported textiles have been in the market in the Philippines since time immemorial. Lately, there have been enterprising Filipinos who have gone into the business of textile manufacturing both in Manila and in the provinces. The Philippine Cotton Mills a subsidiary of Madrigal and Company, is turning out cloths that can compare favorably with the imported drills and other cloths suitable for use by the middle class of people in the Philippines. There are also in the Ilocano region hundreds of people who are at present engaged in the manufacturing and making of the famous Ilocano cloths which, in many respects, are considered to be superior to many imported cloths found in local markets. The government in its efforts to help these manufacturers improve their product is now looking over ways and means to establish certain standard grades and qualities so as to put their products in the same level as the imported cloths. The Manila Trading Center and Exchange counts now with the sup-

port of practically every manufacturer in the country. We have in this trading center practically every commodity or article manufactured in our country. At the present time we have over 1,600 different varieties of manufactured articles in our center. These articles are displayed in the Manila Trading Center and Exchange for exhibit and sale. We do not limit ourselves in displaying these goods but every means of propaganda and publicity is availed so as to make these goods as well known to the public as possible. Moreover, we do not content ourselves to the exhibition and sale of manufactured articles but we go to the extent of helping our farmers and agriculturists to find market for their farm produce. We are daily effecting big sales for rice planters, for corn planters and other commodities that can be conveniently marketed in Manila and in the provinces. We organized cooperative marketing associations and have established bonded warehouses where farm products can be conveniently and safely deposited, look for buyers for these products and extend to the farmers every possible means of help as an encouragement for greater production. We are gratified to note that our services in this respect are being appreciated by our people as day after day we find

(Please turn to page 41)



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Cod Liver Oil 500cc.; Calc. Hypophos. 10 Gm.; Pot. & Sod. Hypophos. aa 5 Gm.; Syrup & Flavoring s.q. 1 Lit.

Is always the right refreshment, and good at all times—And, during this warm weather you really need it to keep cool and well nourished—Eat a dish of this good ice cream, every day—And be sure to give it to your children—It is good for them!



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Sweepstakes are a Boon

DREAMS—there are no premiums on them. And every one of us, thanks be to the gods, can have them. You dream of acquiring a love-nest; she dreams of sending her children to college; he, of a fling at life; I dream of travels. Each and every one of us have secret prayers that will make possible these ambitions. Maybe we say them with a sigh of half-resignation; and maybe with a cynical twist on our lips; yet, we untirelessly lisp these desires.

And then the sweepstakes were organized.

We scrape a few centavos, put them in the coconut-shell bank, and when we have saved enough, we buy our sweepstake ticket. Hopes soar high. We try to take it as a joke—a colossal joke, if you want to. But you still believe in Santa Claus. You are sure to get one of the grand prizes.

Until the day comes when the sweepstakes are held and your hopes are blasted. You console yourself; after all, there is still the next one. To paraphrase, dreams spring eternal.

Or you may be one of the lucky people. Then gone are your promises of big blow-outs for friends. You hide from the crowd that pose as your friends, and from the salesmen that simply must have to pester the new-rich. Until, still sane with the happiness of it all, you begin materializing your dreams. An improved house; a college education for your children; a world tour. Money wisely invested.

The sweepstakes are a boon.

Now again we look forward to September 8, 1935, when the next sweepstakes will be held. You have one chance out of one million to win. Seventy-five thousand, forty thousand, twenty-thousand pesos, for grand prizes. And the lesser ones that range from ₱7,500.00 to ₱500.00 each.

Big chances for the average man. And you help charitable institutions, too, with your participation in the sweepstakes.

In accordance with the law, 25 per cent of the total proceeds, or ₱250,000.00, will be apportioned in the discretion of the Board of Trustees of the Philippine Charity Sweepstakes, after due consideration of the recommendations of the Commissioner of Health and Welfare, among the following organizations: the Philippine Islands Antituberculosis Society, the Philippine Amateur Athletic Federation, the hospitals of the Insular Government and provincial and municipal governments, the National Federation of Women's Clubs, the Asociacion de Damas Filipinas, the Gota de Leche, the Associated Charities of Manila and the provinces, the Philippine Council of Boy Scouts of America, the Asilo para Invalidos de los Veteranos de la Revolucion, the child welfare centers in the provinces and municipalities, and other institutions or organizations engaged in charitable, relief and health work for the improvement of the condition of the indigent Filipino masses in this country or abroad.

It will be seen that more than 60 per cent of the proceeds of the sales of tickets will be given as prizes and 25 per cent will be distributed for charity, relief and health work. Here is, really an opportunity for the public to take a fling at Lady Luck, all for the price of one peso and two centavos for one ticket, and at the same time do a good turn for the institutions and organizations which are devoted wholly to promoting the public welfare, especially the improvement of the indigent Filipino masses.

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A WOMAN GROWN

(Continued from page 8)

stand and appreciate what their husbands are doing in the business.

Although they are busy keeping their homes, they waste less time than their husbands. They have learned to live an orderly and methodical life and can keep things in better order than men. They do more things and grumble less.

Woman has thrown wide her windows to the sun. She is awake. Woman on the farm, in the boudoir, in the factory, even the guarded harem has discarded her veil and faces the world squarely.

She has replaced old superstitions with sunlight and her dreams of splendor and glory that was man's is on the shore of reality.

Stop her? Man might as well try stopping the waves.

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THINGS PHILIPPINE

(Continued from page 39)

more people transacting business with us and securing their goods from the Manila Trading Center and Exchange.

As a part of the activity of the Manila Trading and Exchange we have organized associations in Manila and in the provinces among Filipino retail merchants or sarsaral stores. These sarsaral store owners are induced to buy and patronize Philippine products and to make campaign among their consumers to give preference to articles of local manufacture. This is a very effective means of educating our consumers to buy and use articles that are manufactured by our own nationals. In the same way that this is done in Manila, the same procedure is being resorted to by our commercial agents in the provinces. Right at the present time we have received reports from our

agents in the provinces that they have organized some of these associations and more will be organized in the future. This activity of the Bureau of Commerce should receive the cooperation of everybody in the Philippines as it tends to nationalize our important industries and to educate also the young population of the Philippines, to patronize local goods. The convention of certain kinds of articles, is, to my opinion, only a matter of habit. So that our problem now is an educational campaign, that is, to get after the young people, students and children and teach them how to use their own people's products and in the course of time, they will acquire the habit of using these articles which will eventually result to greater patronage of our home products.

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L I M I T E D

L O N D O N . . . C H I C A G O . . . T O R O N T O

SOCIAL WORK IN THE COMMONWEALTH

(Continued from page 9)

Social work is carried on by two sets of workers. One set is the professional who is highly skilled and technically trained. She deals with social problems scientifically. She applies knowledge and method consciously. It is as important for the social worker to be trained and prepared so that she does not bungle people's lives when they turn to her for help and guidance.

These trained social workers are lacking. We look to big universities especially the state university to develop courses in social work to provide the much needed training. The essential requirements which are: love for people as individuals, interest in broad human problems, and

urge to try to right a few wrongs, present a challenge to college students with scientific backgrounds and an eager academic interest in psychology, sociology and economics. Social work offers them a chance for intelligent experimenting.

The other set of workers are the volunteers who are the wealthy or socially prominent and who can give their time and money to the cause of humanity. They serve as boards of directors and committee members of financial campaigns. The volunteers serve as a link between the social organizations they serve and the community which supports the work. They stand as a guarantee that the money contributed is spent wisely.

For such reasons the volunteer's job is a very responsible one. It is to be re-

gretted, however, that many times the volunteers do not realize their responsibilities.

The standard of volunteer service must be raised so that sound and permanent support of the community is achieved. The warm human appeal of the needy which motivates the volunteers' interest in social work should actuate them to raise the standard of their service. Any kind of work well done always bears gratifying results.

The volunteer should be interested to seek assignments other than the collection of funds. Jobs which need regularity and concentration, such as visiting families and learning to understand their problems more intimately, getting jobs for the unemployed, securing transportation for

stranded families, getting scholarships for poor students, are some definite tasks which will furnish the volunteers facts and real interest in the organization and more confident approach for the support of its program.

It is true the social work whether volunteer or professional is not easy. Often it is an ungrateful job but as responsible citizens, we should be vitally interested in the charity that shows itself not in impulsive, careless giving, but in patiently considerate and sympathetic effort to help those in need to help themselves. "Not alms but a friend," should be the slogan of real giving in the Commonwealth.

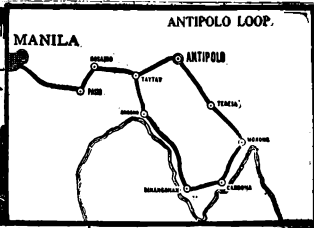
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If you have time, make the 80-km. Antipolo-Teresa-Morong-Binangonan loop. Roads are good, but we urge you to drive carefully over the narrow, winding mountain road of Teresa. At km. 31 (Teresa Km. 4), view the exquisite panorama as seen between the two low hills flanking the road. Way down below is a vast expanse of beautiful rolling valley, dotted here and there with clumps of trees and tiny houses; far out in the distance, to the right, loom the placid, blue waters of Laguna de Bay, while to the left is a stretch of fascinating mountains whose towering peaks are lost among the fleecy clouds that lazily hover about. Other equally interesting hill, lowland and water scenes are seen on the way. As there are no service stations until you get to Binangonan, it is wise to put in sufficient supplies of Socony Gasoline and Mobiloil before you start.

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