## ITERACY IN THE PHILIPPINES

**∀**HE campaign of the National Federation of Women's Club of the Philippines for more literacy among our people is worthy of encomium and praise. If the supporters succeed in this literacy campaign. which is calculated to acquaint and arm the people with the absolute fundamental which is to know how to read and thus start them on the road to information and learning, they shall have laid a solid foundation for the country's salvation. Because a people whose majority at least know how to read is the people that can be rich and progressive both within and without their land.

The literacy campaign of the National Federation of Women's Club of the Philippines will provide an opening wedge for the complete demoBu

Eulogio B. Rodriguez Acting Director, National Library,



DIRECTOR RODRIGUEZ

cratization of education in this country, because it will give the bulk of our citizenry the opportunity to read so that they can take part in the intelligent formulation of public opinion in their country. In this manner the Federation will help the Commonwealth Government in making effective the provisions of the Constitution, Art. 13, part of Sec. 5, which provides: "The government shall establish and maintain . . . citizenship training to adult citizens."

The high rate of literacy. of course, is always associated with education. And speaking on education, Rizal stated:

"I desire my country's welfare, therefore, I would build a schoolhouse: I seek it by means of instruction. by progressive advancement; without light there is no road."

Rizal's idea of the education and enlightenment of his people is evolutionary and based upon a solid foundation. In his farewell address to his countrymen before his execution at the Luneta, he admonished them thus:

"My countrymen, I have given proofs that I am one most anxious for liberties for our country, and I am still desirous of them. But I place as a prior condition the education of the people. that by means of instruction and industry our country may have an individuality of its own and make itself worthy of these liberties."

About the beginning of the 19th century, since the rise of nationalism and the growth of

(Continued on page 26)

THE FINER THE BLEND THE MORE COFFEE FLAVOR YOU GET PER PENNY







## Make each penny buy more flavor

JF you're looking for value, don't think you have to sacrifice flavor. In fact, Chase & Sanborn Coffee gives you more and better flavor for every penny you spend.

We can sell Chase & Sanborn Coffee to you reasonably because we buy the world's choicest coffees in such large quantities.

It's fresh and rich and full of flavor. One can of Chase & Sanborn Coffee will convince you!



## LITERARY IN THE ...

(Continued from page 13) democracy with the necessary enormous expansion of popular education in several European countries, it had been the concern of these countries to increase the rate of literacy of their peoples. Therefore, the old time tradition and practice of leaving the act of writing to the monks and a few learned aristocrats was shifted to the masses so that they, with intelligence, could exercise their authority as citizens through the wise use of their suffrage. Many countries since then have been trying their best to eliminate illiteracy.

The high rate of literacy among the people of a nation

Money No Object

If It's a Ouestion Of Health

Since 1799 thousands of people have regained their normal

health after years of suffering from stomach troubles of all

is regarded to be the barometer of the cultural progress of that nation. In the United States the different states of the Union are competing with each other for the highest rate of literacy. In Europe the seat of civilization is invariably found in countries where the rate of literacy is high. In the Philippines it was the policy of those who administered its educational system at the beginning of the American regime to give importance to increasing the rate of literacy. and laid emphasis on the academic rather than on the vocational courses, reserving the improvement of the latter to a later period when the rate of literacy in the Philippines should have been raised.

The latest data on the rate of literacy in the Philippines are found in the Census of 1918. From that year no statistics have been made on the same subject except the Wood-Forbes Report of 1921 giving 37% literacy in the Philippines. In view of the increase of schools in the Philippines both private and public since 1921 and because of the literacy campaign drive made by several educational institutions and social workers like the University of the Philippines, Dr. Frank C. Laubach and others, the percentum of literacy in the Philippines for this year, 1936, must be comparatively high. In order to be able to compare the relative position of literacy in the Philippines with the rest of the world the statistics hereinbelow is given.

In Australia the rate of illiteracy is 4.3% (1921); Austria, 4.0% (1924); Canada, 5.7% (1921); England and Wales, 5.8% (1910); Finland, 1.0% (1920); Germany, 0.3% (1927); Netherlands,

0.23% (1927); Scotland, 3:57% (1990); Spain, 52.-78% (1930); United States, 4.3% (1930); Mexico, 62.2% (1921); Argentina, 24.0% (1924); Brazil, 71.2% (1920); India, 90.5% (1921); Japan, 0.9% (1925); Egypt, 92.0% (1917). This illiteracy datum is, of course, not complete as this deals only with the representative countries of the world.

On the day when all our people could read and shall have been sufficiently educated to be able to appreciate with profit of the great usefulness of the books to them; on that day when intelligent reading shall have become a part of, and a relief from, our daily grinds; on such a day we can truly repeat what the great military genius said, "Give me a family of readers and I will tell you a nation that rules the world."



pressure, rheumatism, periodic headaches, pimples on face and body, pains in the back, liver, kidney and bladder disorder exhaustion, loss of sleep and appetite. Those sufferer have not used any man-made injurious chemicals or drug of any kind; they have only used a remedy made by Nature This marvelous product grows on the highest mountain peaks where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.  It is composed of 19 kinds of natural leaves, seeds, berricand flowers scientifically and proportionately mixed and is known as LION CROSS HERB TEA.  LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare i fresh like any ordinary tea and drink a glassful once a day hot or cold.  A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familia with the beneficial effects of this natural remedy LION CROSS HERB TEA ty it at one and convince yourself if not satisfactory money refunded to you.  Try it and convince yourself with our money-back guaruntee One week treatment \$1.00. Six weeks treatment \$1.00. Six weeks treatment \$1.00. Dix weeks treatment \$1.00. Dix weeks treatment \$1.00. Dix WHJ  LIO-Pharmacy,  1160 Second Ave.  N. Y. City, M. Y. C.  Gendemen:  Enclosed find \$	··· —	factors of such maladies as high blood
exhaustion, loss of sleep and appetite. Those sufferer have not used any man-made injurious chemicals or drug of any kind; they have only used a remedy made by Nature This marvelous product grows on the highest mountain peaks where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.  It is composed of 19 kinds of natural leaves, seeds, herric and flowers scientifically and proportionately mixed and is known as LION CROSS HERB TEA.  LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare i fresh like any ordinary tea and drink a glassful once a day hot or cold.  A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familia with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself if not satisfactory money refunded to you.  Try it and convince yourself with our money-back guarantee  One week treatment \$1.00. Six weeks treatment \$5.00  In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy,  1180 \$conf Are.  N.Y. City, M.Y.  Gentlemen:  Enclosed find \$		
have not used any man-made injurious chemicals or drug of any kind; they have only used a remedy made by Nature This marvelous product grows on the highest mountain peaks where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.  It is composed of 19 kinds of natural leaves, seeds, herric and flowers scientifically and proportionately mixed and it known as LION CROSS HERB TEA.  LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare i fresh like any ordinary tea and drink a glassful once a day hot or cold.  A one dollar treatment accomplishes WONDERS; makes yoo look and feel like new born. If you are not as yet familia with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself if not satisfactory money refunded to you.  Try it and convince yourself with our money-back guarantee  One week treatment \$1.00. Six weeks treatment \$5.00  In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy, 1160 Second Area. N.Y. City, M.Y.  Gentlemen:  Enclosed find \$	body, pains in the b	ack, liver, kidney and bladder disorder,
of any kind; they have only used a remedy made by Nature This marvelous product grows on the highest mountain peaks where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.  It is composed of 19 kinds of natural leaves, seeds, berricand flowers scientifically and proportionately mixed and is known as LION CROSS HERB TEA.  LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare i fresh like any ordinary tea and drink a glassful once a day hot or cold.  A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familia with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself if not satisfactory money refunded to you.  Try it and convince yourself with our money-back guarantee  One week treatment \$1.00. Six weeks treatment \$5.00  In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy,  1180 Second Are.  N. City, N. Y.  Cantimen:  Enclosed find \$	exhaustion, loss	of sleep and appetite. Those sufferers
and flowers scientifically and proportionately mixed and is known as LION CROSS HERB TEA.  LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare is fresh like any ordinary tea and drink a glassful once a day hot or cold.  A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familia with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself if not satisfactory money refunded to you.  Try it and convince yourself with our money-back guarantee  One week treatment \$1.00. Six weeks treatment \$5.00  In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy, 1180 Second Ara, N. City, N. Y.  Gendlemes:  Enclosed find \$	of any kind; they ha This marvelous produ where it absorbs all	we only used a remedy made by Nature. act grows on the highest mountain peaks, the healing elements and vitamins from
upon your system, and is safe even for children. Prepare is fresh like any ordinary tea and drink a glassful once a day hot or cold.  A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familia with the beneficial effects of this natural remedy LIOV CROSS HERB TEA try it at once and convince yourself if not satisfactory money refunded to you.  Try it and convince yourself with our money-back guarantee One week treatment \$1.00. Six weeks treatment \$5.00  In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy, 1180 Second Ara, N. City, N. Y.  Gendemes:  Enclosed find \$	and flowers scientifi	cally and proportionately mixed and is
look and feel like new born. If you are not as yet familia with the beneficial effects of this natural remedy LIOY CROSS HERB TEA try it at once and convince yourself if not satisfactory money refunded to you.  Try it and convince yourself with our money-back guaruntee  One week treatment \$1.00. Six weeks treatment \$5.00  In order to avoid mistakes in getting the genuine LIOY CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy, 1160 Second Avo. NY. City, NY. C. Gentlemen: Enclosed find \$	upon your system, as fresh like any ordina	nd is safe even for children. Prepare it
One week treatment \$1.00. Six weeks treatment \$5.00  In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy, 1180 Second Are, N.Y. City, N.Y.  Gendemen:  Enclosed find \$	look and feel like ne with the beneficial CROSS HERB TE.	ew born. If you are not as yet familiar effects of this natural remedy LION A try it at once and convince yourself.
treatment \$5.00  In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy, 1180 Second Ara, N.Y. City, N.Y.  Gendemen:  Enclosed find \$	Try it and convince	yourself with our money-back guarantee.
CROSS HERB TEA, please fill out the attached coupon.  Lio-Pharmacy, 1180 Second Ave. N.Y. City, N.Y.  Gentlemen: Enclosed find \$		
1180 Second Are. N.Y. City, N.Y. Gendemen: Enclosed find \$	In order to avoid : CROSS HERB TEA	mistakes in getting the genuine LION A, please fill out the attached coupon.
Enclosed find \$	Lio-Pharmacy, 1180 Second Ave., N. Y. City, N. Y.	Dept. WHJ
Name	Gentlemen :	
Address		LION CROSS HERB TEA.
	Name	
City State	Address	
	City	State

