

Tondo: Red Cross Makes Social Survey There

The Red Cross is in the midst of its yearly appeal for funds with which to carry on. To the press its case has been very sensibly presented, in that concise data have been furnished as to what was done during the past year. Governor General Frank Murphy's effort to place all entities making appeals to charity on a supervised business basis and in business relations with the government, for the general protection of the public, and to confine all authorized appeals of this sort to a fixed time in the year and have done with them, has precedent in the practice the Red Cross has long followed.

It is the governor general who fixed the time of this year's Red Cross appeal, as usual beginning with Armistice Day and continuing to the end of the month.

Even the Red Cross social survey of Tondo is worth a lot. No less than 5,193 families were included in this survey, summing some 30,000 persons. This is perhaps 1/12 of the city's population; being in a single poor district it is quite enough to reveal the worst conditions the public has to relieve. Families were ranked by ascertained monthly income into classes A, B, C and D. Classes C and D embraced families having P15 or more income a month, it was decided that decent living standards in families of 5 or 6 members required an income of not less than P30 a month.

The income of P15 a month was taken as the bare subsistence line; of all the 5,193 families surveyed, 1/4 were existing in poverty, half of these in abject poverty. On a basis of income of P30 a month, nearly half of the 5,193

families 44% of the 5,193 families had not this income and were existing below decent living standards—"crowded in insanitary homes, diet inadequate to maintain health, 21.2% of them with health problems, as against only 7.4% in classes C and D; out of 796 deaths during 3 months, 389 or 47.6% occurred without prior medical care—many families investigated held a fatalistic attitude toward disease."

The public health service: "A brief examination and prescription. . . many of these people need hospitalization which can not be given them. . . many lives are sacrificed every year."

Unemployment and irregular employment have of late increased among these people, but families in class A and B maintain living standards they afforded themselves in better times. This year's report respecting health, housing and sanitation checks closely with another made in 1927: the situation has for a long time been chronic, it has only been aggravated by the depression. Class A families don't reach incomes of P6 a month, class B families don't reach incomes of P15 a month, Class C families have incomes, often irregular, above P15 but below subsistence-level standards, Class D families have incomes more than P15 a month and are free from living problems.

The ratio among classes A, B, C and D is 5.5, 7.43, 9.8 and 29.2; that is, 550 families below P6 a month, 743 below P15 a month, 980 slightly above P15 a month, 2,920 in lower middle-class circumstances.

Unemployment among heads of families was

carefully classified by trades, 215 out of 35 in class A being unskilled workmen. Barbers irregularly employed earned P2.75 a month, carpenters P11.53, cigarmakers P9.84, cocheros P8.58, fishermen P5.24, laborers P8, mechanics (only 4) P21.80, painters P8.48, peddlers (53) P8.14, tailors P8.80, miscellaneous (42 out of the total of 581) P12.22. Classes A and B numbering 1,293 families were 6.3% tubercular, classes C and D only 1.8%. Worse, if anything, is the fate of the children of classes A and B who make shift to survive but are deprived of letters; the Red Cross found no less than 503 such children, of school age but not going to school, and even 344 in classes C and D: 202 lacked meals, 11 were ill, 27 worked to aid their parents, 57 the schools could not accommodate, 35 were moronic, 6 had no birth certificates (apparently proof of legitimate birth is required by the public schools, a rule which would have kept alphabetical a number of the greatest men of our age, among them prime ministers).

Adult children, 16 years to 25 years old, to the number of 1,348 had no work of any kind.

Such a report give a basis for intelligent relief. No less than 130 families willing to return to the provinces were found, 40 that had land in the provinces, 51 who had relatives owning land. Return of families to the provinces has been undertaken by the governor general's committee on unemployment in Manila, and more than 1,000 families have been aided in getting back to the provinces. The Red Cross survey materially assisted this work. Of course no reader of this journal needs an extensive account of what the Red Cross does in the Philippines to spur him to renew his support of the Red Cross, to which every reader no doubt regularly subscribes; but this little summary of a single piece of good work done in Manila will reassure everyone that the Red Cross does all it can with the funds at its disposal, that it is careful of its expenditures and works to good purpose.

Four Merchants' Opinions

One merchant says: "... It is difficult to tell what we have learned from our experiences except that, speaking for our organization, we have all learned to be very humble." Another merchant, as well known, says: "Success is going to be measured by our consistent everyday business, with balanced stocks in wanted staples and styles that are in demand; in the continued promotion of those goods."

A third says: "... the promotion of timely, wanted merchandise is essential to our continued profit making; in fact, to our very existence."

A fourth says: "... and I cannot too strongly repeat that we in our store are firmly of the opinion that not one peso should be spent on the advertising of goods not in demand—and that *not one peso less* than what is required to do a thorough job should be spent on the advertising of goods in demand."

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