

A handsome and most impressive 98-page booklet, 10-1/2 by 7-1/2 inches (a little smaller than the dimensions of this *Journal*), printed throughout on a "What Can a Man Do?" good coated-book paper, in a black stiff-paper cover, with the title and an illustration in white of a human hand holding a sprig of rice running diagonally across the page, reached the *Journal* this month. The title is "WHAT CAN A MAN DO?"

At first sight, the book seems to be made up mostly of pictures, reproductions of photographs, excellent in quality, and one of the first of them is that of a man, a barefooted man in a straw hat, a common *tao*, seated, with a serious and thoughtful look on his face,—as good a thing in its way as Rodin's sculpture, "The Thinker". Below the picture are a few printed lines: "When a man is discouraged, and sick at heart. . . When tomorrow seems hopeless. . . What can a man do?"

The book is published by the U. S. Foreign Operations Administration Mission in the Philippines and the Government of the Philippines,—it contains a signed introduction by President Ramon Magsaysay. According to the title-page, it is "an adaptation of a work by Arthur Goodfriend", and a telephoned inquiry revealed that he is a man who spent many years in China and who wrote a book for the "Point Four Program" of the U. S. State Department, entitled "What Can a Man Do?" which was reproduced all over the world. However, we were also told that the Philippine adaptation, although it follows the general plan of the original, is completely new except for the title. The author of the actual text is E. L. Cross, a FOA technician in Manila who recently returned to the United States. The "Jamir" credited with the photographs is Napoleon Jamir, a Filipino commercial photographer, who was engaged especially to take them. The book as a whole is the work of the FOA Information Division, headed by Ward E. Melody, presently on home leave. Frank Wilder, now the acting Information Officer, handled the layout and did the final editing.

The notable thing about the book is that it is the most simple, practical, and down-to-earth publication we have ever seen. As President Magsaysay says in the Introduction:

"I have read this book. I have studied its words and its pictures. It is a book about Filipinos and for Filipinos. It is so simple that a child can understand it; yet it carries a message that men must heed,—and apply.

"In our country a new hope is rising—a new day, with its promise of progress, of better living, and—we devoutly hope—of peace. This book poses the question: What can Filipinos do to make this promise come true?"

"What does every man want?"

"How can a better life be attained?"

That is only a part of a moving introduction by the country's Chief Executive to a moving work.

There has so far been only an initial distribution of a small number of copies of the book, but no less than 350,000 copies, printed at the Far East Regional Production Center in Manila, will shortly be ready for distribution, and still more copies are on order. The whole country will be blanketed with them, going to "action people",—town and barrio officials, teachers, doctors, nurses, agricultural advisers, etc., everywhere. Translation of the book into the various vernacular languages was considered, but it was finally decided to put it out only in English, leaving the translating to be done, if necessary, locally, as the book is read and studied at community gatherings.

The book contains, first, photographs, some of them double-page spreads, of ramshackle houses along muddy and untended roads, and, toward the end of the book, in

vivid contrast, photographs of honey rows of well-built nipa houses along clean and attractive streets, bordered with flowering hedges. The book begins by telling about the basic need of good crops if people are to better their lives, keep their children healthy, stay out of debt, and then there are pictures of poor soil and it is explained that land, which feeds a family, must itself be fed. And when Pedro says, "I have no money. . . I have only my carabao, my pig, and my chickens", he is told, "You have everything you need, and you have it here." Then there is a simple lesson on making compost, much of it in pictures. Pictures follow about the preparation of the soil, about the planting, the reaping; there is a picture of richly full rice-ears, covering a whole page, and then a picture of a happy man taking a cart-load of sacked rice to market. Part of the money he gets for it is used for buying better seed and fertilizer.

The book goes on about taking care of domestic animals, building pens for them, protecting them against disease, and there are also sections on building sanitary toilets, digging wells, and on generally improving the home. Community improvement is taken up, all in few words but with many pictures which speak volumes, of people themselves working on their streets and roads, putting up better school houses and other community structures. There are pictures of interested-looking people organizing cooperative associations of various kinds. The last pages are filled with pictures of busy men and women, and healthy and happy children.

There is a short section on the organization and growth of "puroks" in the country, a *purok* being a sub-division of a barrio, a group of families whose dwellings are separated from others usually by some geographical feature, such as a stream or hill. These small units, of closely associated people, it is believed can be most advantageously used in encouraging direct self-improvement and community development.

Here is a social movement, and a publication to inspire and guide it, which may well transform the whole Philippine countryside within a very few years.

Two articles in the October issue of the *Sugar News* are most suggestive of the further industrial opportunities

### Possibilities for an Organic Chemical Industry in the Philippines

open to the Philippine sugar industry,—"Bagasse Grows Up", by Salvador B. Oliveros, Technical Consultant, Philippine Sugar Institute, and "Conversion of Excess Sugar into Useful Products", by Luis Gonzaga, a chemist and sugar planter.

Mr. Oliveros states in his article that "the waste material, bagasse, could be as valuable as, if not more, than the main product, sugar", and Mr. Gonzaga states that even the main product, sugar, can be converted into other "marketable products".

Mr. Oliveros writes principally about furfural and adipic acid, essential materials in the production of nylon, both of which can be made from bagasse, and Mr. Gonzaga writes mainly of acetic acid and cellulose acetate used in making photographic films, lacquer, acetate rayon, and various plastic materials.

Both articles are short and do not go into detail, but they support the statement of Mr. Oliveros that "there is the challenge to open up in the Philippines an organic chemical industry," and he adds that "this ties up with the urgent need for increasing the income from the sugar industry if the industry is to keep on an even keel."