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Philippine Periodical Literature

LEO A. CULLUM

All librarians recognize the importance of periodical literature as part of their reference facilities. There are many things which are treated only in periodicals. There are many others which only in periodicals receive that exhaustive and many-sided treatment which assures the student a thorough understanding of the subject.

Perhaps the importance of periodical literature is even greater in the Philippines than elsewhere. This for two reasons: first the number of serious books being written is small; secondly scholarly studies in many branches are still young, and the tentative exploration which will eventually flower into full-sized works is being carried on in periodicals.

Students therefore who devote themselves to Philippine problems must turn largely to the periodical field for their information. But immediately they meet a difficulty. The periodical field is not well known and there do not seem to exist studies describing and analyzing it. Moreover even in the best libraries there are no complete collections of local periodicals. Finally, and most lamentable of all, there is no periodical index to make available to students the contents of periodical literature.

This lack is especially felt outside the natural sciences and the professions. The sciences and professions have magazines

devoted to them, but the so-called social sciences (if we except education), philosophy and literature are very poorly provided for. There seems to be no historical magazine in the Philippines, no philosophical magazine, nothing in sociology, no magazine of political theory.

This is not to say that writing is not being done in these fields. Some is being done but it is buried amid entirely unrelated matter in a score of miscellaneous publications, and only with great difficulty can it be made available to the student.

It is with this need in view that the present study is undertaken. It does not hope to do more than describe the field of periodical literature. The study is based on the annual lists issued by the Bureau of Posts, dated June 15, 1953 and June 15, 1954. These lists are four in number for each year: 1) List of Second Class Publications published in Manila; 2) Publications printed in Manila Existing as of June 30, 1953 (1954), which filed sworn statements as required by Act 2580; 3) List of Second Class Publications published in the Provinces; 4) Publications Printed in the Provinces Existing as of June 30, 1953 (1954), which filed sworn statements as Required by Act 2580.

Before attempting a survey of these lists for purposes of classification, it might be interesting (if perhaps not particularly useful) to point out certain trivia of the subject. On the basis of the lists consulted we may fix the number of magazines in the Philippines as of June 30, 1954 at 606. There are some periodicals which are not listed but for the most part they would be hand-delivered student efforts.

The largest group of periodicals is that which comprises student publications. They number 221. The next largest group is that devoted to news, comment and entertainment. It would include dailies, inter-weeklies, weeklies, some fortnightlies and some monthlies. There are 22 dailies, 6 inter-weeklies, 71 weeklies making a total of 99. Add to this number about 35 from the fortnightlies and monthlies, and the class of news, comment and entertainment comes to 134.

The number of organs (publications like the *KC Record*) is large. In many cases these organs perform a double function, not only serving as a link between members of the body but also presenting careful studies of subjects in their respective fields. For example the *Journal of the Soil Science Society of the Philippines*, which is described as "Official Organ of the Soil Science Society of the Philippines" contains many articles of value to the farmer. It will be more convenient to treat this type of organ under the subject they are connected with and to restrict the meaning of organ to those purely concerned with the organization they represent. There are about 40 of this latter type.

As would be expected the great occupations of the Philippines are well represented: Medicine and allied fields (Surgery, Dentistry, Pharmaceutics, Nursing, Public Health, Psychiatry) have 27; Business (with Accounting, Banking, Commerce, Industry, Insurance) has 23; Education has 17; Agriculture (with Animal Husbandry and Poultry Raising) has 13; Law has 12.

There are 37 Religious Publications, 10 Propaganda organs, 10 Comics, 7 devoted to Engineering, 7 to Labor, 5 to Science, 5 to Entertainment (music, movies), 4 to Government, 3 to Economics, 3 to Statistics, 2 to Forestry, and one each to Athletics, Aviation, Home Economics, Libraries, Orchids, Philately, Roads, Safety, Travel.

English predominates among the languages. Three hundred and eighteen are exclusively English. The next largest group is English-Tagalog with 137, the third largest English-Spanish-Tagalog with 44. English also enters into various combinations in 55 other periodicals. Thus it is used in 554 of the 606 periodicals on the lists. Publications exclusively Tagalog number 22, and Tagalog is a partial language in 175 others. There are twelve periodicals which use Spanish exclusively, and 66 which use it as a partial language. Cebuano is the exclusive language of 12 periodicals, the partial language of 16. Ilocano is the exclusive language of 8 periodicals, the partial language of 10. There are five all-Chinese periodicals, two English-Chinese. The rest of the list are wholly

or partially in various dialects: Bicol 11, Pangasinan 5, Panay 3, Pampango 2, Samar-Leyte 1.

We have already noted above the number of dailies (22), inter-weeklies (6), and weeklies (71). There are 44 fortnightlies, 238 monthlies (of which about 1/3 are student publications), 120 bimonthlies and 99 quarterlies. Eight titles appear three times a year; nine twice a year.

If these figures are compared with last year's, we find that the dailies have increased by one to 22; the weeklies and inter-weeklies have increased from 72 to 77; the fortnightlies have increased from 41 to 44; the monthlies have dropped from 245 to 238; bimonthlies have increased from 104 to 120; quarterlies have remained unchanged at 99.

Among the languages, the exclusively English magazines increased by 31. Tagalog showed a falling off: the exclusively Tagalog magazines dropped from 29 to 22, and English-Tagalog from 139 to 137. In combination with other languages than English, Tagalog showed a gain of two. All-Spanish magazines showed no change but in combination with other languages Spanish showed a loss of two. There were two more periodicals this year using Bicol, Cebuano, Ilocano; one more using Pangasinan; two less using Pampango, Panay, Chinese.

It is hard to say what conclusions are to be drawn from these figures if any. Whether the apparent decline in Tagalog means anything cannot be stated without a more careful analysis of the circumstances, an analysis that would be outside our scope. At least Tagalog has not shown any clear tendency to spread.

The changes in frequency of publication represent not only *new* magazines but they represent also changes of already existing magazines from one category to another. Usually the tendency is to yield to an occupational fatigue and to drop from the monthly class to bimonthlies and from bimonthlies to quarterlies. Any editor will understand this tendency.

In this list of 606 periodicals which should the student look for when he wishes to gather material for study? In

other words which of these periodicals are likely to contain research articles and serious discussions?

We may begin by eliminating certain categories. First we may exclude all student magazines. There are however certain periodicals which are written jointly by faculty and students. These will be included in their proper place.

Also we may eliminate in general those periodicals which are published for news, comment and entertainment; all mere organs; all propaganda vehicles. This is said in general but it is open to many exceptions. Even the dailies at times carry articles of lasting worth. We recall Dr. Orata's articles in the *Manila Bulletin* and Jeremias Montemayor's in the *Manila Times*. Moreover the weeklies rather often have good articles of permanent worth: *The Philippines Free Press*, *The Sunday Times Magazine*, the *Weekly Woman's Magazine*, and other weekly magazines of the big Manila dailies. Similarly there are monthlies of this category which will from time to time contain studies of high value: *The Cross*, *The Philippine Review*, etc.

Not all promotional magazines can simply be written off. Though they have as their purpose the propagation of certain ideas or movements, they nevertheless carry at times excellent writing. The short-lived *The Philippines Quarterly* is an example of this superior type of propaganda. So *The Pacific Review* which is a monthly "dedicated to a more friendly and closer Sino-Philippine Relationship" in its first issue (May, 1950) carried an article on "Early History of Philippine Relations with China" by Otley Beyer, the well-known scholar.

Even business magazines, of which there are a large number, will from time to time carry articles that pass beyond the limits of business and deal with subjects of wider and more lasting value, for example on problems of social justice and other social relations. Thus the *Journal of Insurance and Finance* in the first quarter of this year contained an article on "Urgent Need of Revising Usury Laws." Obviously an article of this character is of more than professional interest.

The religious magazines are almost exclusively concerned with devotion, instruction, reports of religious activities. As a rule they will not provide materials for the student. The one exception to this is the *Boletín Eclesiástico* which is a source on purely ecclesiastical subjects. There are of course magazines under ecclesiastical auspices which are very deserving of attention but they will be included in other classifications, as for example, *Unitas*, *The Ateneo Law Journal*.

What follows is an attempt to classify magazines into categories. The periodicals included are of uneven value and the mere fact of inclusion does not indicate that the magazine is recommended as a source for students. Perhaps in some later study we shall attempt to evaluate the items within each class.

AGRICULTURE AND ALLIED: *Agricultural and Industrial Life*, 1103 Rizal Ave., Manila; *Agricultural Newsletter*, 414 Gonzaga Building; *News Bulletin*, Department of Agriculture and Natural Resources; *Philippine Agricultural Engineering Journal*, Soil Conservation Building, Manila; *Philippine Journal of Agriculture*, Department of Agriculture and National Resources; *Philippine Journal of Animal Industry*, Department of Agriculture and National Resources; *Philippine Livestock Magazine*, Bureau of Animal Industry; *Poultry Messenger*, 424 Platerias, Manila; *Sugar News*, 671 Dasmariñas, Manila; *Philippine Agriculture*, 405-406 Garcia Building, Manila; *Araneta Journal of Agriculture*, Victoneta Park, Malabon, Rizal; *The Philippine Agriculturist*, College, Laguna; *C. L. A. C. Monthly Bulletin in Practical Farming*, Agricultural College, Nueva Ecija; *Journal of the Soil Science Society of the Philippines*, Soil Conservation Building, Manila.

ACCOUNTING, BANKING, BUSINESS, COMMERCE, INDUSTRY, INSURANCE: *ACCFA News*, Philippine National Bank; *American Chamber of Commerce Journal*, 424 San Luis, Manila; *Business Letter*, Philippine National Bank; *Business News Weekly*, 405-406 Garcia Bldg., Manila; *Central Bank News Digest*, Central Bank of the Philippines; *Commerce*, Chamber of Commerce of the Philippines; *Industrial Philippines*, 326 Samanillo Bldg., Manila; *Insurance and Finance*, 323 Samanillo Building, Manila; *Philchamber Bulletin*, 513 Garcia Building, Manila; *Philippine Journal of Commerce*, Department of Commerce and Industry; *The Accountant's Journal*, 304 Burke Bldg., Manila; *The Newsette*, 304 Burke Building, Manila; *The Rural Banker*, Central Bank of the Philippines; *Trade and Commerce*, 1055 Soler, Manila; *Boletín de la Cámara Oficial Española de Comercio*, 310 Ayala Building, Manila; *FSA Shipping Gazette*, 266 Juan Luna, Manila; *Philippine Association Monthly Business Review*, 501-503 Ayala Building, Manila; *Philippine Shipping Magazine*, Elizalde Building, Muelle de la Industria, Manila;

Philippine Trade Review, 218-A Samanillo Building, Manila; *The American Chamber of Commerce Bulletin*, 424 San Luis, Manila; *Business Journal of the Philippines*, 225 Biacnabato, San Juan, Rizal; *Cebu Labor-Business Journal*, Victory Press, Cebu City; *The GAO Journal*, General Auditing Office.

EDUCATION: *Filipino Child Life*, 1869 Azcarraga, Manila; *In the Grade School*, 539 P. Paterno, Manila; *Philippine Association of School Superintendents Quarterly Bulletin*, Bureau of Public Schools; *Philippine Journal of Education*, R-432 Regina Building, Manila; *Philippine School Life*, 2236 Azcarraga, Manila; *School News Service*, Bureau of Public Schools; *The Filipino Teacher*, 2236 Azcarraga, Manila; *The M. S. T. English Quarterly*, Division of City Schools, Manila; *The National-Parent Teachers Magazine*, PTA National Headquarters, Palasan, Polo, Bulacan; *The Philippine Educational Forum*, Philippine Women's University; *The Philippine Educator*, 3 Bulusan St., Sta. Mesa Heights, Quezon City; *The PPSTA Herald*, 3 Bulusan St., Q. C.; *The Teacher's Journal*, 629 Tandua, Manila; *Better Schools*, 811 Taft Ave., Manila; *The Philippine Community School Bulletin*, Bureau of Public Schools; *The Pangasinan Educator*, Dagupan City.

ENGINEERING AND MINING: *Engineering Journal*, 1216-1218 Rizal Ave., Manila; *Pamee Engineering Journal*, P. O. Box 2822, Manila; *Philippine Architecture, Engineering and Construction Record*, 215 Garcia Building, Manila; *Philippine Engineering and Construction Forum*, 405 Garcia Building, Manila; *Philippine Engineering Record*, Bureau of Public Works; *Mining Newsletter*, P. O. Box 1595, Manila; *Philippine Mining News*, 284 Ayala Building., Manila.

GENERAL CULTURAL AND LITERARY: *Deadline*, 331-333 Raon, Manila; *Humanities and Social Science Review*, University of the Philippines, Quezon City; *Philippine Review*, Room 406, William Li Yao Building, Manila; *Philippine Studies*, P. O. Box 3169, Manila; *Unitas*, U. of Santo Tomas, Manila; *The Diliman Review*, University of the Philippines, Q. C.; *The Silliman Journal*, Silliman University, Dumaguete City.

LAW: *Ateneo Law Journal*, Ateneo de Manila; *Decision Law Journal*, 917-B Morayta, Manila; *Jurisprudence*, 437 Regina Bldg., Manila; *MLQ Law Quarterly*, 827 R. Hidalgo, Manila; *The Law Review*, U. S. T., College of Law, Manila; *The Lawyers' Journal*, 1192 Taft Ave., Manila; *Lex Case Digest*, 1270 G. Tuazon, Int. 7, Manila; *Philaw Barrister*, Philippine Law School, Manila; *Philippine Law Journal*, U. P. College of Law, Diliman, Q. C.; *U. S. P. Law Journal*, University of the Southern Philippines, Cebu City; *U. M. Law Gazette*, 155 Alejandro VI, Manila.

MEDICINE AND ALLIED: *Journal of the Philippine Medical Association*, PGH, Manila; *Journal of the Philippine Pharmaceutical Association*, 2100 Rizal Ave., Manila; *MD Journal*, R-224 Republic Supermarket, Manila; *Philcross Magazine*, P. O. Box 280, Manila; *Philippine Journal of Surgery*, 1023 Taft Ave., Manila; *Philippine Journal of Nursing*, 719 Kansas Ave., Manila; *Santo Tomas Journal of Medicine*, U. S. T. Hospital, Manila; *The Bulletin of the Department of Health*, Dept. of Health; *The Dental Practitioner*, 855 Dos Castillas, Manila; *The Journal of the Philippine Dental Association*, 1201 Arlegui, Manila; *The Journal of the Philippine Public Health Association*, Bureau of Quarantine, Manila; *The March of Life*, Bureau of Health, Manila; *The Philippine Medical Journal*, 555 Rizal Ave., Manila; *The SIAP Bulletin*, Bureau of Health, Manila; *Manila Health Department Bulletin*,

Manila Health Department; *Medical Reporter*, 55 Rosario, Manila; *NCC Newsletter*, Division of Tuberculosis, Dept. of Health; *Nutrition News*, Institute of Nutrition, Manila; *Philippine Heart Journal*, 350 Taft Ave., Manila; *Journal of the Pangasinan Medical Association*, Dagupan City Polyclinic Hospital; *The Orthopaedian*, National Orthopaedic Hospital, Mandaluyong, Rizal.

PROMOTIONAL AND PROPAGANDA: *Fil-Sino Journal*, 1318-20 P. Guevara, Manila; *Philippine Unesco News*, No. 1, R. F. C. Bldg., Intramuros; *The News*, Philippine Information Council; *The Philippines Quarterly*, Philippine Information Council; *The Philippines Today*, National Media Production Center; *Ti Damag*, Philippine Information Council; *España*, Spanish Embassy; *Free China Review*, 672 Benavides, Manila; *The Pacific Review*, Room 229 Palomo Building, Manila; *Today*, Camp Murphy, Quezon City.

SCIENCE: *Philippine Geographical Journal*, Soil Conservation Bldg., Manila; *The Philippine Journal of Science*, Institute of Science, Manila; *The Philippine Scientific Journal*, Manila Central University; *The U.M. Journal of East Asiatic Studies*, 105 Alejandro VI, Manila; *The Philippine Geologist*, Bureau of Mines, Manila.

VARIOUS: *Philippine Aviation*, Nichols Air Base, Parañaque, Rizal; *Philippine Economy Journal*, 327 Republic Super Market Building; *The Philippine Economy Review*, 620 Raon, Manila; *Economic Research Journal*, University of the East, Manila; *The Philippine Journal of Forestry*, Bu. of Forestry; *The Philippine Forester*, 244 Juan Luna, Manila; (Government) *Congressional Record*, Philippine House of Representatives; *Congressional Record*, Philippine Senate; *Official Gazette*, Bu. of Printing; *The Department of Foreign Affairs Review*, Department of Foreign Affairs; *Philippine Journal of Home Economics*, 811 Taft Ave., Manila; (Labor) *The Free Worker*, R-408 Jalandoni Building, Manila; *Ang Liwanag*, United Labor Union, Laong Nasa Building, Manila; *Labor*, 418 Wm. Li Yao Bldg., Manila; *The Workers' Journal*, 2728 Rizal Ave., Manila; *Workmen's Compensation Bulletin*, Compensation Commission, Tanduy and Gen'l Solano Sts., Manila; *Labor Vanguard*, 125 Bonifacio St., Cebu City; *The Cebu Labor-Business Journal*, Victory Press, Cebu City; *Lands Journal*, Bureau of Lands; *The Lands Courier*, Bureau of Lands; *Philippine Library Journal*, 1214 Arlegui, Manila; *Philippine Orchid Review*, c/o National Museum; *Philippine Journal of Philately*, Bureau of Posts; *Abstract of Philippine Statistics*, Bureau of Census and Statistics; *The Philippine Statistician*, Room 304 Regina Building, Manila; *Journal of Philippine Statistics*, 83 Aviles, Manila; *Philippine Tours*, 651 Sales St., Manila.

If from the above list all reports, bulletins and digests are excluded, the residue will constitute a basis for a periodical reference library. The number would be about 75. Further examination and experience would reduce this number somewhat. Finally the significant weeklies should be added. The resultant list would also constitute a starting point for a Philippine Periodical Index.