

Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Manila

November 2, 1977

DEPARTMENT MEMORANDUM
No. 241, s. 1977

BARRIO BOOK FOUNDATION, INC. TEXTBOOK
ASSISTANCE PROGRAM

To: Bureau Directors
Regional Directors
Schools Superintendents

1. The Barrio Book Foundation, Inc., a non-profit organization engaged in the distribution of high school textbooks at prices below cost, has sought the assistance of this Office in encouraging barrio high schools to take advantage of its facilities and/or services by ordering textbooks from the Foundation, which sells at the rate of as much as 60% less than the normal cost of the books.
2. Inclosed is a copy of a self-explanatory letter from the Barrio Book Foundation, Inc., concerning details of the offer. The problem, it seems, is one of communication, i.e., many barrio high schools are unaware of the fact that suitable textbooks can be acquired at 60% lower in price through the Barrio Book Foundation, Inc.
3. It is desired that the heads of the different barrio high schools be apprised of the laudable offer and encouraged to order their textbooks from the Foundation in order to save on funds.
4. The cooperation of all concerned in this matter is enjoined.

(SGD.) JUAN L. MANUEL
Secretary of Education and Culture

Incl.:

As stated

Reference:

Department Memorandum: No. 172, s. 1976

Allotment: 1-2--(D.C. 1-75)

To be indicated in the Perpetual Index
under the following subjects:

PRICES
SCHOOLS
SOCIETY or ASSOCIATIONS
TEXAS

(Inclosure to Department Memorandum No. 241, s. 1977)

BARRIO BOOK FOUNDATION, INC.
87-3 Dr. Lacson Street
Biliran, Quezon City

July 19, 1977

Hon. Juan L. Manuel
Secretary
Department of Education & Culture
Arroceros St., Manila

Dear Secretary Manuel:

As Executive Vice-President of the Barrio Book Foundation, the Board of Trustees under Chairman Carlos P. Romulo has designated me Chairman of the Textbook Distribution Committee of the Foundation. Part of the Board mandate given to me is to find out why our sale of subsidized books to poor barrio high schools have not been moving as well as might be expected considering that we give an across the board discount of 40% on all prescribed textbooks used by Barrio High Schools plus free handling and shipping to said schools which in effect equals an overall subsidy of 60% of the cost of each textbook as compared to retail costs of commercial distributors.

We have discovered through discreet field surveys that the reason that many head teachers and principals of barrio high schools prefer to patronize commercial distributors of these textbooks despite higher prices is that most of these outlets offer free transportation and living expenses to the head teachers or principals to pick up the books which they purchase for their schools. Such a practice drains the already very limited financial resources of parents of students whose contributions constitute most of the funds used to operate such schools. Random interviews with PTA members of barrio high schools in Northern, Central and Southern Luzon elicited the fact that few of the PTA officers and members know of this situation and leave the matter of utilizing their contribution for book purchases to the barrio school heads.

Considering the fact that if barrio high schools purchase their textbooks from the Barrio Book Foundation, they can obtain the books at 60% lower than from commercial outlets, we would like to request the assistance of your Department to circularize your Regional Directors, and through them, the head teachers or principals of barrio high schools urging them to avail of 60% savings per book ordered to the Barrio Book Foundation. No one needs to come to Metro Manila to order books since all they need to do is order by mail giving the title of each textbook and the quantity of the titles they wish to purchase enclosing a money order form payable to the Foundation at 40% below the selling price of commercial dealers. In addition, we will ship the purchased books to their schools at the expense of the Foundation.

Major-General Fidel Ramos, Chief of Constabulary and Director-General of the Integrated National Police, who is a Member of the Board of Trustees of the Foundation, has offered the network of the two organizations under him to distribute a copy of your circular to each PTA Head of the Barrio High Schools as well as to each head of Barangay Council in the country. Should you approve this request and decide to issue the circular, we will ask General Ramos to arrange with Provincial Commanders where each Regional Education Director holds office, to liaison with the latter to distribute any circulars which the Regional Directors may wish to send to the school heads and principals of barrio high schools.

We are enclosing herewith a price list of the Barrio Book Foundation which graphically shows the substantial savings barrio schools can enjoy by ordering through the Foundation. Not included in the price list is the cost of handling and shipping purchased to Barrio High Schools which the Foundation is absorbing.

Since in effect, Barrio High Schools, by purchasing their textbook needs through the Foundation can purchase double the number of books which the same amount would be able to buy from commercial outlets, we believe that PTAs and Regional Education offices can substantially maximize the use of their already limited

financial resources to the benefit of the students. Buying the books from the Foundation in no way will be detrimental to commercial distributors since the Foundation purchases these textbooks from them locally to be resold at subsidized prices above described.

May we have the favor of a reply from you at which time I would gladly confer with you or your authorized representative to discuss any aspect of this requested cooperation which may be needed.

With warmest personal regards.

Sincerely yours,

(SGD.) LUIS L. ALFONSO
Executive Vice-President
(Chairman, Textbook
Distribution Committee)

Encl.: a/s

A true copy