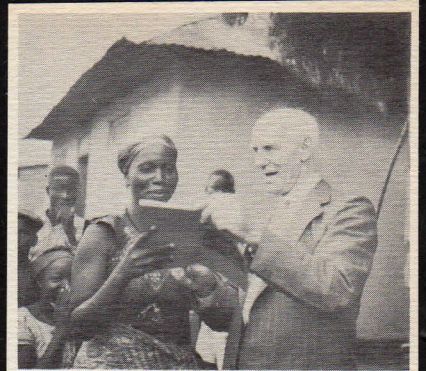
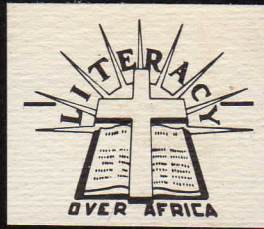


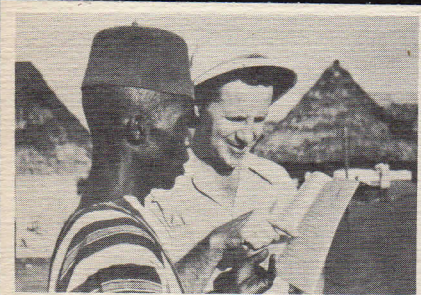
President William V. S. Tubman
and Dr. Frank C. Laubach
at Monrovia, January, 1950



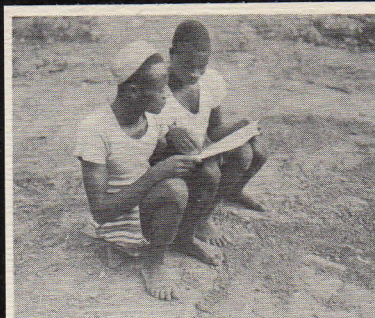
Dr. Laubach Teaching at
Vaitown, Monrovia

PHOTOS BY GRIFF DAVIS — BLACK STAR
TOGE FUGIHERA & BOB LAUBACH

POSTAGE STAMPS AID
NATIONAL LITERACY CAMPAIGN
IN LIBERIA
THE ISSUE OF FEBRUARY 14, 1950



Dr. Wesley Sadler, Lutheran Missionary
Teaches a Chief to Read



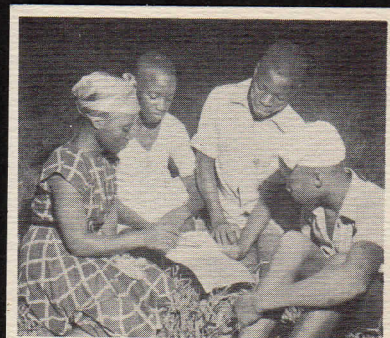
"Each One Teach One"
In Practice



Fitaa Teaches Others to Read



The Newly Literate Chief Teaches
his People to Read



A Schoolgirl Teaches Others



Women's Class at Vaitown, Monrovia

LIBERIA

Liberia is an independent Negro Republic with an estimated population of 1,600,000, covering an area in Southwest Africa of about 43,000 square miles. It has a coast line, on the South Atlantic, of about 350 miles. It extends inland 75 to 150 miles. Most of this area is covered with tropical forests, rich in timber and oil nuts. Thanks largely to the efforts of the Firestone Co., the country has, during the last two decades, become an important producer of crude rubber, exporting in excess of 50,000 tons per annum — mostly to the United States. Other valuable products include rice, coffee, sugar, and some iron ore.

Liberia was founded in 1822 when a settlement was begun at Monrovia by Negro freed-men from the United States. This was during President James Monroe's second term. Although himself a

Virginian, he had consistently supported anti-slavery agitation, and actively supported the colonization in Southwest Africa. Thus the Capital, Monrovia, was named after him. On July 26th, 1847, Liberia was declared a Republic.

Its Constitution is modelled on that of the United States. The President is elected for a term of eight years. At the present time the Senate is composed of eight members, elected for terms of six years; the House of Representatives comprises fifteen members, elected for terms of four years. Electors must be of Negro blood and owners of land. The President today is William V. S. Tubman, elected May 4th, 1943.

Since 1942, the money in circulation is United States currency, although Liberian silver and copper coins are also in use.

New York World-Telegram FRIDAY, MARCH 3, 1950.

Scott's Monthly Journal

Published by Scott Publications, Inc.

Vol. 31, No. 2

April, 1950

Whole No. 360

American Girl Designs New Liberian Stamps

An American girl, formerly of Chicago, is the designer of the most recent postage stamps of Liberia. The sketches Miss Norma Bloomquist, a United Lutheran Church missionary stationed in Monrovia, made for the government were based on her work as co-ordinator of a "Liberia Shall Read" project started by the Rev. Francis Laubach, D. D.

It is stated Miss Bloomquist's experiences during the past two years gave her the theme for the designs. The postage value (5 cents) shows a hand holding aloft

an opened book with the coat of arms of Liberia on the front cover. The airmail stamp (25 cents) shows an opened book with the inscription "Program of Adult Literacy" and "Inaugurated February 14, 1950. His Excellency William V. S. Tubman." These stamps were released perforated, and also in an imperforate souvenir sheet containing one of each value, plus the inscription, "Liberia Shall Read" and "Each One Teach One."

New York Journal-American

LITERACY DRIVE — "Liberia Shall Read" is the slogan for the National Literacy Campaign which President William V. S. Tubman opened on Feb. 14. Two stamps were issued that day to publicize this program. They were designed by Norma Bloomquist, a United Lutheran Church missionary in Monrovia.

The 5c dark blue for postage shows a hand holding up a book with the arms of Liberia on its cover. The 25c carmine airmail pictures an open book and rising sun.

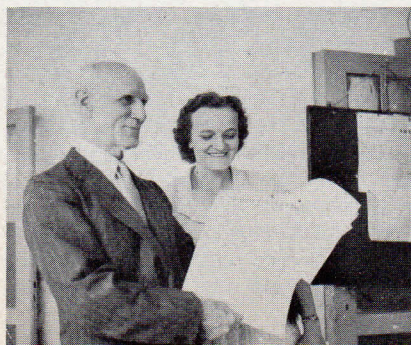
The program for adult literacy was a project founded by the Rev. Dr. Francis Laubach. Miss Bloomquist has been a coordinator in this project for the past two years.

MISS NORMA BLOOMQUIST was born in Chicago, December 13, 1916, the daughter of Mr. Gustav Bloomquist. She received her formal education in the Cadillac High School, Michigan; North Park Junior College, Chicago; Wheaton College, Wheaton, Ill. In preparation for her work in the missionary field, she attended the North Park Seminary, Chicago, and the Biblical Seminary in New York, graduating from "Biblical" in 1941.

On November 7, 1940, Miss Bloomquist was called and appointed to serve as a missionary under the Board of Foreign Missions of the United Lutheran Church in America, to serve in India. Having become a member of Holy Trinity Lutheran Church, New York City, she was commissioned to missionary service in India, Easter Sunday, 1941. But, due to the international situation, it seemed wise to change the assignment from India to Liberia.

In July, 1941, on only a fortnight's notice, Miss Bloomquist and Miss Pauline Ziegler, R.N., were asked to make this decision. The freighter on which they could sail from New York would leave them at Matadi in the Belgian Congo, on the west coast of Africa. From that port, they would have to wait opportunity to get another passage to Liberia. After prayerful consideration, they agreed to go. When they sailed, they were two of the three passengers and the only women on board. They arrived safely September 20, 1941. Miss Bloomquist became the principal at the Emma V. Day School for Girls, a part of the Lutheran Mission in Liberia.

Dr. Laubach and Miss Bloomquist read the President's Proclamation.



When Dr. Frank C. Laubach and his literacy team came to Liberia, the early part of 1948, upon invitation of the Liberian Government, Dr. Laubach urged the appointment of Miss Bloomquist as full time Director of Literacy Campaign, to coordinate the programme in all missions, and generally throughout the country. In its January, 1948 meeting, the Board of Foreign Missions of the United Lutheran Church in America approved the new assignment for Miss Bloomquist, and the Women's Missionary Society and the Mission in Liberia concurred in the action. With headquarters in Monrovia, Miss Bloomquist coordinates and activates the "Each One Teach One" programme.

Early in 1950, Dr. Laubach and members of his team again returned to Liberia to review and evaluate the progress of the programme. President Tubman issued a Proclamation calling upon everyone throughout the land to cooperate in a Nationwide Literacy Campaign, authorizing among other promotional items, the issuance of two special postage stamps. Miss Bloomquist (or as the president calls her "General Bloomquist") was commissioned to design the stamps.

Due to the urgency of the Literacy Programme, Miss Bloomquist returned to the States in May, 1950 to take a short but intense language study course at the University of Michigan, Ann Arbor, planning to return to Monrovia early in the Autumn.

Missionary Designs Stamps

Miss Norma Bloomquist, an American who formerly lived in Chicago and is now a Lutheran missionary in Monrovia, designed Liberia's recently-issued "National Literacy Campaign" stamps—postage 5c, hand holding an open book, and airmail 25c, book with "Program for Adult Literacy Inaugurated Feb. 14, 1950 His Excellency William V. S. Tubman" [President Tubman] inscribed on two facing pages with rising sun as background.

Since January, 1948, Miss Bloomquist has been working as coordinator of a "Liberia Shall Read" project started by the Rev. Francis Laubach, noted for his work among Liberian illiterates. She went to Liberia in July, 1941, to work under the Lutheran Board of Foreign Missions.

LIBERIA.

Hand Holding Book
A129

027 A129 5c deep blue 10

Issued to publicize a campaign for National Literacy.

AIR POST STAMP.

Sun and Open Book
AP13

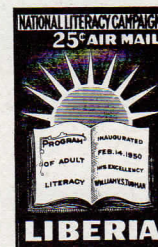
Engraved.

1950 Perf. 12½. Unwmkd.

C63 AP18 25c rose carmine 50

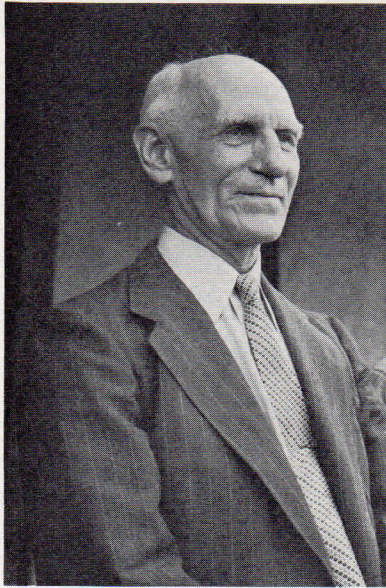
Issued to publicize a campaign for National Literacy.

Imperforate sheets exist measuring 139½ x 89½ mm., containing one each of Nos. 827 and C63, with inscription in top and bottom margins in blue.



Miss Norma Bloomquist outside her office in Monrovia.

EACH ONE, TEACH ONE AND WIN ONE



Dr. Frank C. Laubach

DR. FRANK C. LAUBACH, a missionary-at-large for the Committee on World Literacy and Christian Literature, with his unique system, sometimes called "lightning literacy," has brought to some 50 million illiterate people, in Africa, India, Egypt, Mexico and South America, also to primitive tribesmen in other remote corners of the earth, the priceless blessing of literacy—learning to read and write. And, what is equally important to the future of the world, he is following up this great service by providing these millions with Christian literature.

The full story of this great man's vision and tireless efforts during the past twenty years, is one of the great "success stories" of our generation—not measured in terms of material wealth, but in the enrichment of the lives of humble men and women, freed of a great burden. And, today, at 64, he is carrying on the work with undiminished vigour, constantly expanding his influence and effectiveness. A truly noble and lovable personality, he has an infectious enthusiasm which none can resist. His son, Bob, goes right along with him, equally zealous in the promotion of world-wide literacy. These two are "the embattled and compassionate friends of humble, unlettered folks all over the world." From Africa, Bob recently wrote "The big game we are after, our illiterates, we have seen in thousands. Our ammunition for this hunt consists of our literacy lessons and the story of Jesus. The hunters we train and leave behind are the missionaries and native Christians, who seek to bring the minds and hearts of illiterates to Christ through his printed Word."

It was in January, 1948, that Dr. Laubach first visited Liberia on the invitation of the Committee on Reference & Counsel, and laid the ground work for the Nationwide Campaign of Literacy inaugurated February 14, 1950, by President William V. S. Tubman. In the interval, under the direction of Miss Norma Bloomquist, and with the

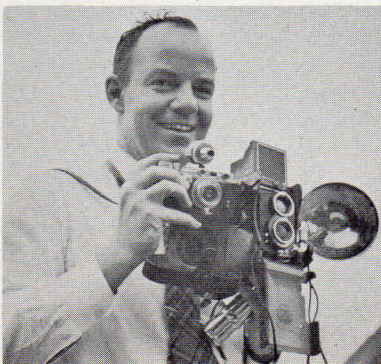
full support of the Liberian Government, lessons were prepared in more than a dozen tribal languages. Miss Bloomquist travelled some 6,000 miles through the interior, spending considerable time with these different tribes, holding conferences with other missions and Government people who are cooperating wholeheartedly, conducting demonstration meetings and training leaders for the teaching work.

President Tubman issued the following Proclamation—
"I, WILLIAM V. S. TUBMAN, PRESIDENT OF THE REPUBLIC OF LIBERIA, DO HEREBY PROCLAIM AN ALL-OUT LITERACY CAMPAIGN DRIVE, UNDER THE AUSPICES OF THE DEPARTMENT OF PUBLIC INSTRUCTION AND THE COMMITTEE OF REFERENCE AND COUNSEL OF THE LIBERIA MISSIONS, BEGINNING FEBRUARY 14, 1950. I CALL UPON ALL CIVIC, EDUCATIONAL AND RELIGIOUS INSTITUTIONS, ALL OFFICIALS OF THE GOVERNMENT, ALL PARAMOUNT AND CLAN CHIEFS, AND ALL CITIZENS OF THE REPUBLIC TO COOPERATE IN THIS DRIVE, THEREBY CONTRIBUTING TO THE UNIVERSAL EFFORT OF REDUCING THE PERCENTAGE OF ILLITERACY IN THE COUNTRY."



Formal inauguration of Literacy Campaign in Monrovia Government Building. Miss Norma Bloomquist at microphone. Others, L. to R. Bishop Willis J. King, Dr. J. M. Hohlfeld, President William V. S. Tubman, Dr. Frank C. Laubach, Mr. John B. Falconer and Dr. L. W. Slifer

Bob Laubach



Copies of the Proclamation were posted throughout Liberia, "flyers" were printed and dropped from the air, and these special postage stamps issued.

Dr. Laubach came to Monrovia again to join in celebrating the grand opening of the Campaign. His happiness can be judged from these excerpts from one of his letters home—"The morning after our arrival, we visited the President. He assured us that he is personally back of the campaign, and that he is depending upon the Missions to promote it. Miss Norma Bloomquist, a Lutheran Missionary was selected to coordinate all mission and government literacy work. The President calls her "General Bloomquist." He depends on her and treats her as if she were a Cabinet Officer. Nowhere in our work have I found better cooperation between Government and all missions, Protestant and Catholic alike, than there is in Liberia. ... The afternoon we left Liberia, President Tubman presided at a large public meeting. He spoke with deep feeling, and seemed to be profoundly moved by the meaning of the whole literacy movement. This intellectual awakening is a marvellous thing. Liberia seems to me now to be entering a new day."


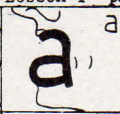
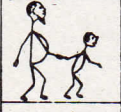









THE LAUBACH METHOD--THE FIRST LESSON IN LITERACY

Lesson 1 Teaching the consonants, with only one vowel, "a"

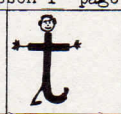




Lesson 1 page 2

Lesson 1 page 3





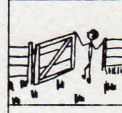
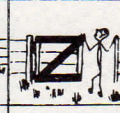




Shona Lesson 1 page 1

		a	a
		baba ba	ba baba ba ba a
		dada da	da dada da da ba ba a
		fa fa	fa da ba dada baba a
		mai ma	ma fa da ba ma a
		kama ka	ka ma fa da ba a

Shona Lesson 1 page 2

		tamba ta	ta tamba ma fa ka da ba a
		samba sa	sa samba ta ka ma fa da ba
		namata na	na namata sa ta ka ma fa da
		rara ra	ra rara na sa ta ka ma fa
		gara ga	ga gara ra na sa ta ka ma
		hanga ha	ha hanga ga ra na sa ta ka

Shona Lesson 1 page 3

		yangu ya	ya yangu ha ga ra na sa ta
		pamsoro pa	pa ya ha ga ra na sa ta ka
		zarura za	za ya ya ha ga ra na sa ta
		canza ca	ca za pa ya ha ga ra na sa
		wawa wa	wa ca za pa ya ha ga ra na

First section of lesson prepared for teaching the Shona language (Southern Rhodesia). Similar "Primers" composing from six to sixteen lessons have been made in 206 languages.

In the left-hand column there are pictures of familiar objects. The letter being taught resembles the object whose name begins with that letter. If these resemblances are close enough, adults can learn all of the consonants in one lesson. Finding these clever resemblances is the most difficult problem in lesson building. Students do not learn their "A, B, C's" but "ba, da, fa, ga," etc.

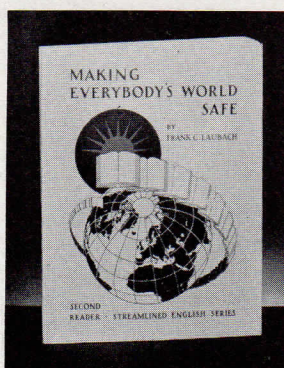
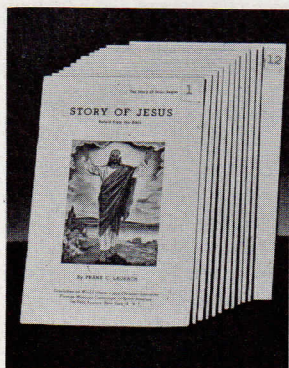
In the right-hand column are syllables learned as each picture-letter is studied. Lesson No. 1 is completed by a "test." The 16 syllables are shown without the pictures, and students practice pronouncing them until they can name every one in a flash.

Lesson No. 2, page 1, contains simple sentences using all of the consonants, but only with the vowel "A." When these are mastered, all of the vowels of the language are introduced and studied in a similar manner—sometimes 7, sometimes as many as ten.

Complete courses in the latest Literacy programmes developed for use in Liberia comprise from 12 to 16 lessons. Upon completion of these courses, the student is ready for the Second Reader. Two of these, as illustrated below, are now being translated and will be available to him shortly; and others are being planned. These will familiarize him with some 1500 words most useful in his own language.

"Teaching illiterates and training teachers to teach is the most wonderfully happy work in the world. I see visions and dream dreams of helping those poor people out of their disease and poverty; oppression and superstition, creating a new era for them and their posterity for a thousand years to come."

Frank C. Laubach



Second Readers—religious and secular—made available to student on completion of the course, translated in his language

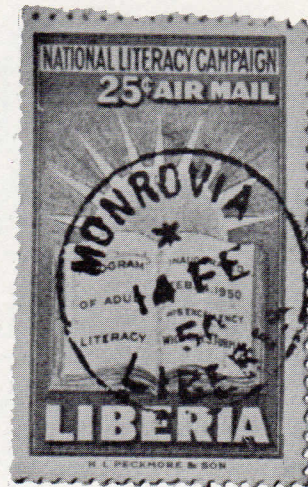


Fitaa, the First Woman of her Tribe to Learn to Read, Reading a Book of Stories of her Own Tribe

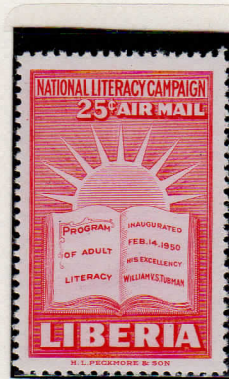
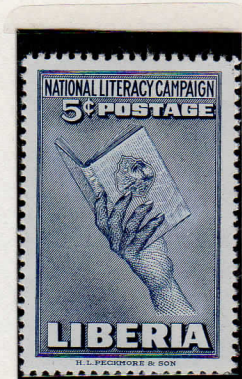


Roadside teaching at night. An outdoor demonstration at Sua Koko, Lib.

THE "LITERACY" STAMPS OF LIBERIA



"LIBERIA SHALL READ"



"EACH ONE TEACH ONE"

THE LITERACY STAMPS OF LIBERIA

5¢ Deep Blue For Postage Catalogue No. 327—Scott Hand Holding Open Book
 25¢ Rose Carmine Airmail Catalogue No. C 53—Scott Sun and Open Book inscribed
 "Program of Adult Literacy. Inaugurated Feb. 14, 1950. His Excellency, William V. S. Tubman."

Souvenir Sheets Containing One Each of the above.
 Issued at Monrovia February 14, 1950

Art work on stamps done by "Cappie" Miller (Mary Catherine), daughter of Lutheran Missionaries.

The Design was submitted by Miss Norma Bloomquist, Lutheran Missionary and Director of the Literacy Campaign, in a letter dated January 5, 1950 to the Postmaster General, Mr. McKinley A. DeShields. On this same date, the Assistant Postmaster General transmitted the design to Mr. Franklin R. Bruns Jr., Liberian Philatelic Agent in U.S.A., with instructions to obtain quotations immediately. After an exchange of several cables anent costs, delivery dates, etc., authority was received by Mr. Bruns to place the order with the firm of H. L. Peckmore & Son, of Elizabeth, N. J.

The quantities ordered were as follows:

5¢ Deep Blue.....	25,000	25¢ Rose Carmine.....	20,000
		30¢ Souvenir Sheets....	10,000

All were delivered in time to be placed on sale at Monrovia, and at the U. S. Agency, on February 14, 1950.