VOL. 1 NO. 21
AUGUST 20, 1990
P12.00

MEN'S WORLD

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Quezon City History: From Quezon to Simon



Vice Mayor Vicente Sotto III: Quezon City's Drug Buster

Dealing with Interruptions

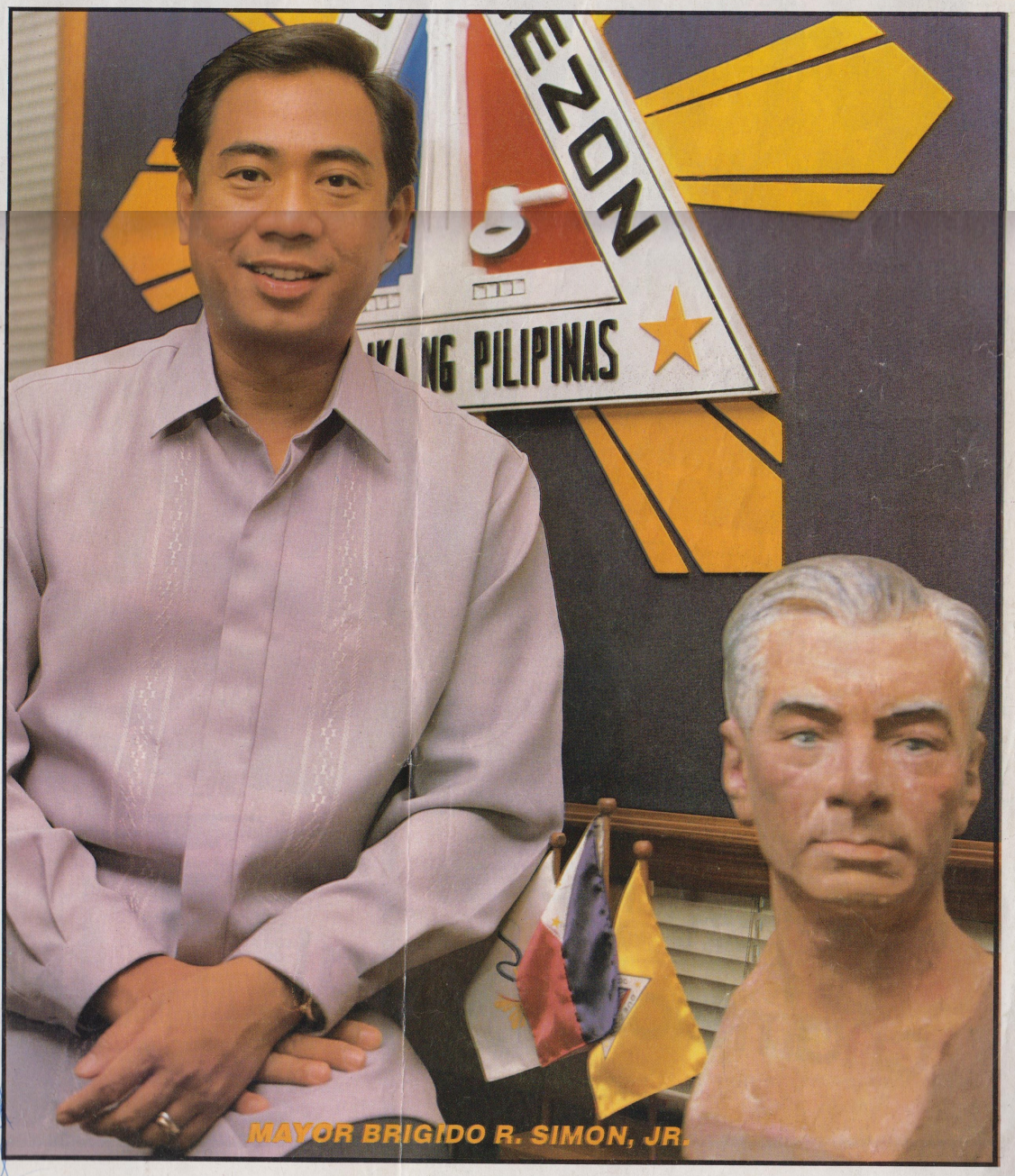
The Better Shopping Alternative

The Whirlpool Wizard

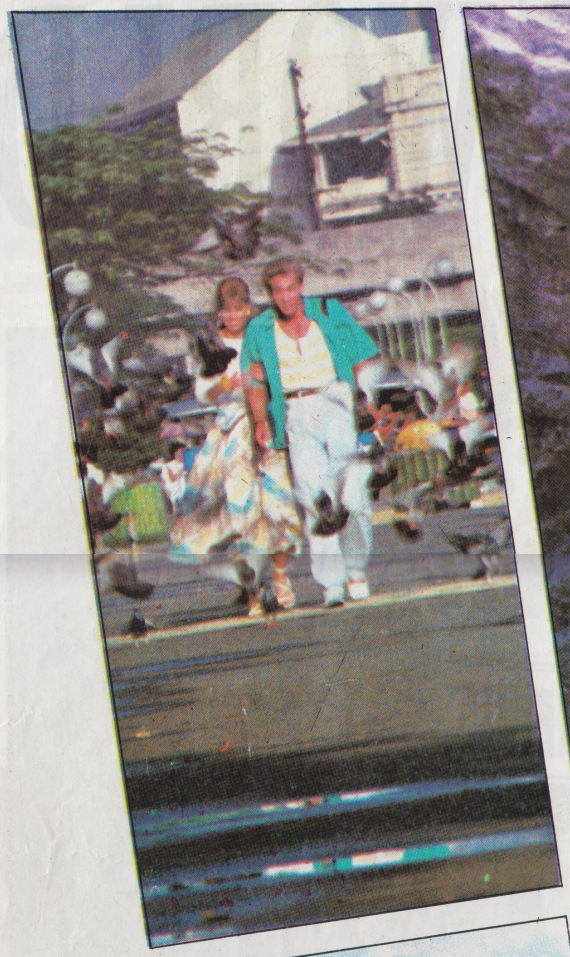
Standard Bearer of a New Generation

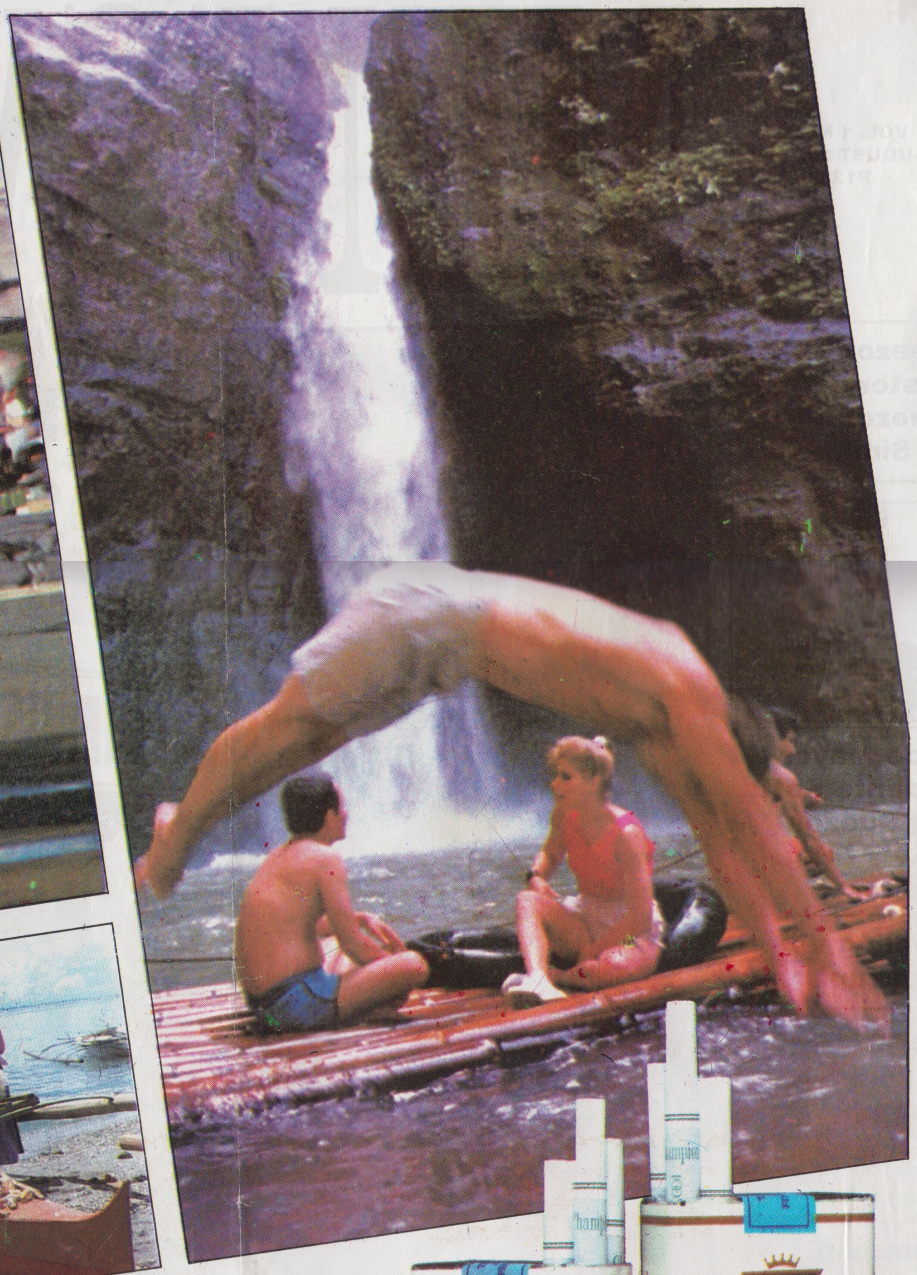


Step Back Into the 50's



MAYOR BRIGIDO R. SIMON, JR.







all over the land...

champion talaga!



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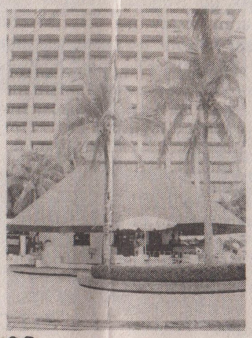

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MEN'S WORLD is published every Monday in English by the Atlas Publishing Co. Inc, 54 Don A. Roces Ave., Quezon City. Use of any editorial content is prohibited without permission of the Atlas Publishing Co. Subscription rates: One year (52 issues) P624.00, six months (26 issues) P312.00 Foreign subscription, double the rates.

All contributions, whether manuscript or photos, must be accompanied with a self-addressed stamped envelope so that they can be returned to the sender in case they are not used. The editor does not assume any responsibility for damage to/or loss of unsolicited manuscripts or photographs. Contributions submitted without a self-addressed stamped envelope will neither be kept nor returned. Manuscript should be typewritten, double spaced.

Editorial and Advertising Offices
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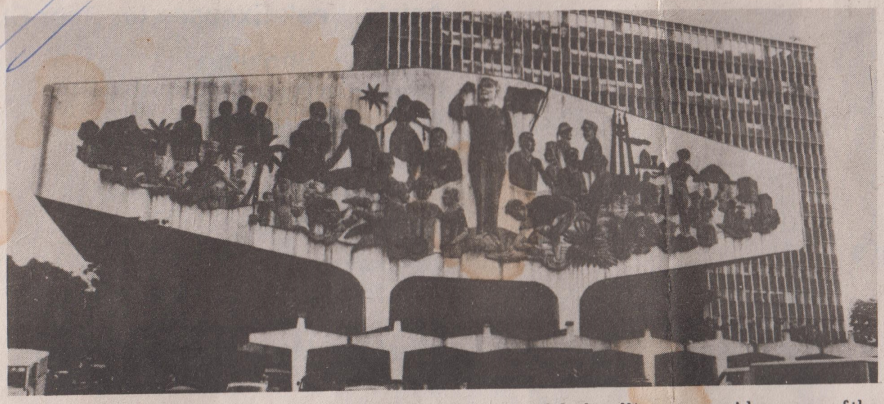
FROM THE EDITOR



The 18 floors high Quezon City Hall still stands proudly despite calamities and disasters that it has experienced.

THE late President Manuel L. Quezon would be a very happy man today had he lived to see his vision of Quezon City become a premier city fulfilled. Fifty-one years after Quezon City was declared a city, Quezon's lofty dream has turned into a sweet reality. Today, Quezon City can lay claim to the fact that it has grown to a booming city of remarkable growth. It now boasts of big commercial establishments and businesses engaged in almost all kinds of industries and concerns.

Of course Quezon City is not a city without problems. As in most progressive cities throughout the country today, it is always beset with problems from the trivial to the serious. Thus we can point out the garbage problem, the peace and order, the littering, the traffic and a host of others. Most recently, Quezon City was and still is in the headlines for its "supposed-to-be guardians of the peace" who figured in the gruesome murder of the celebrated "UP lovers."Earlier on, Quezon City hugged the headlines when it implemented the "Anti-Smoking" campaign in the area. The uproar that this ordinance created was tremendous and deafening but authorities tried to hold their ground by vigilantly going about their task to nab violators. It is note worthy to say that we meritted some front page space in foreign papers because of this move.

As we observe yet another August 19 marking the birth anniversary of the man who envisioned Quezon City to what it is today, it is but fitting to focus our attention to this city by having no less on our cover the man tasked to hold the reins of the city's operation, Mayor Brigido R. Simon Jr. For our cover story on the Quezon City Mayor, and his 11-pronged program for the city, we have pages 6 and 7.

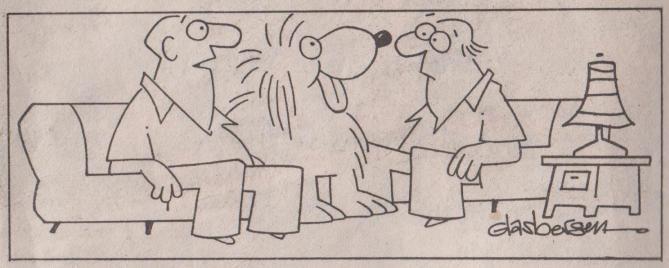
We also thought it timely to include in this issue the History of Quezon City via an article "From Quezon to Simon" written by Teodor V. Angel on page 8. The vision of the late president Quezon for the city now consider as one of the country's pride because of its rate of development was recalled vividly and glowingly in this article.

The other half of Simon as far as governing the city is concerned is of course the lovable Vice Mayor Vicente Sotto III more popularly known as Tito Sotto to all. The actor-turned-politician has held his own amongst the more seasoned politicians in the city government and has, despite his being a neophyte in the game, been getting a lot of appreciative audiences for his noteworthy accomplishments. The tireless Sotto talks about his plans and projects particularly the Quezon City Anti-Drug campaign on page 9.

For our destination section, we are featuring for this issue Quezon City as the "Premier City." The city boasts of several important landmarks and important places which could prove to be wonderful spots to visit for any willing traveller, even to the honest-to-goodness residents of the city. The two parks of the premier city which are both in the process of further development and improvement for instance are "must-see" places which we should calendar as among our places to visit one of these days.

One article which should be enough reason for you to get hold of your issue is our article on Roy Jacuzzi, the "Whirlpool Wizard" on pages 22 and 23. It is indeed amazing to read about this genius of a discoverer who pioneered the whirlpool bath that could help relax frayed nerves and tension-filled muscles.

We have been tracking important business developments in the metropolis the past days, as well as of significant occasions that have bearing on national progress. Our monitoring activities appear on our inside pages. ■



"We call him 'Buster' ... it's short for 'Budget Buster'!"

It's Funtime

By COLIN JEFERY and PAUL DUNN

NOSE-BLOW BAN

Like laws banning smoking, a politician from Missouri in America wants nose-blowing controlled in the same way.

His proposed law would make it an offense to blow your nose loudly or offensively in a selection of public places, such as restaurants or theaters.

FERTILE RITE

An all girl British morris dancing team had to ring the changes after 9 of the 14 members became pregnant.

Now reserves have been drafted into the troupe at Bucknell, Oxfordshire, so that the dances, which date back to male fertility rites of the middle ages, can go on.

Pat Webb, 29, who is expecting her first baby, is the latest to hang up her stick and bells. "I think the fertility dance really worked for me," she said with a smile.

DROP DEAD

A man whose pal died of cancer dropped the body out of a third floor window on to a street in Hamburg West Germany, because he didn't have any money to pay for a funeral.

A policeman spokesman said: "It's not illegal. Now the council will have to pay for the man to be buried."

A DOG'S LIFE

A British bed making firm in the Exeter is busy making £2,000 bedroom suites for pampered pooches, including tiny four-posters.

The best customers for the 'doggy' beds in America, where they include a colour TV for the dog as part of the deal.

WHAT SEX?

Scientists using ultra-sound scanners are baffled over the sex of an Egyptian mummy, because the shy skeleton's hands are folded over its private parts at a Los Angeles museum.

RUSSIAN WIVES HAVE THE BRAINS

Women are responsible for bringing 70 percent of divorce cases in Russia.

The reason given by sociologists there is that, because men have to do their national service, they don't have as much time to devote to studies as women, so women tend to end up better educated and feel superior to their husbands.

Around a third of all marriages in Russia end in divorce. ■

OH NO! Not Again Johnny



Philippines very own Lala Flores with supermodel candidates from Spain, Singapore and Hong Kong (left). The 36 supermodel contestants at the poolside of the Beverly Wilshire Regent Hotel (right).









Diner Amicale: Bibi Pruefer enjoys a light moment with guests Rep. Baby Puyat, Ricardo Romulo, Sonia Tee and Singaporian Ambassador Edward Lee (left). From left: Dinner host Eric Pruefer with DOTC Undersecretary Josie Lichauco and Ricardo Romulo (above left). Vicky Bacolod (standing, second from right) during the dinner she hosted for friends. (above).

OUR very own Milagros "Lala" Flores who was specially chosen by the Ford Modelling Agency to represent the country was one of the 36 beauties who vied for Supermodel of the World 1990. The big event was held at the newly remodelled Beverly Wilshire Regent Hotel which recently had a facelift to the tune of $200 million.

The 36 attractive young ladies, winners in their own respective countries gathered in this elegant hotel with a common dream: to be the 1990 Supermodel of the World. The prizes at stake were overwhelming ... The winner received a P5,500,000 contract with the Ford Modelling Agency; world-wide exposure in the modelling industry through prestigious magazines such as Bazaar, Town & Country, Vogue, Elle and other international magazines; another special prize is a P550,000 diamond necklace from the world's famous jewellers – Cartier. The first and second runners-up received a P3,300,000 and P2,500,000 contract respectively from Ford Agency.

Lala Flores nicknamed "Luscious Lala" won the special award for *The Best Smile*, one of the four individual awards given. Lala Flores along with the other contestants had a grand time during the event. They met Don Johnson, the famous star of Miami Vice; Julia Roberts of the movie Pretty Woman and David Hasselhoff who is more popularly known as Michael Knight. Aside from that, the young contestants had the chance to see the famous homes of stars, Chinese Theater and the Walk of Fame, which is the long stretch of Hollywood boulevard with all the names of famous stars written in the middle of the sidewalk. The Ford family treated the girls to luxurious dinner at Hollywood's famous restaurant Ma-Maison.

Declared winners were: Anneliese Suebert, a 17-year-old 5'9 1/" brunette from Sydney, Australia romped away with the first prize; 1st runner-up is Katia Della Faille, a 5' 11" beauty from Belgium who was engaged to be married in three weeks to a French nobility; and the 2nd runner-up is a powering six-footer from Yugoslavia – Ivana Stankovic.

The Philippines can be pictured in many ways – sometimes in unflattering ways; sometimes in ways complimentary to people and country. Vicky Bacolod and Honoracio Ocampo in their unique way give the world an insight of the Filipino in a rapidly changing world by way of a coffee table book (actually a sequel to the first book they collaborated). Their endeavor is entitled "Best of the Philippines". In their second book, the partners, amidst the numerous problems that beset a developing nation like the Philippines, bring forth to the readers a chance to enjoy, albeit vicariously the bountiful beauty that can be found in the forests, the beaches and the many numerous areas of the Philippines – several of which are yet untouched by civilized men. The partners try to bring forth the essence that makes the Filipino truly a unique denizen of the world.

Recently, Vicky and Honoracio invited a select group of friends to a sumptuous dinner at Truffles, considered as Makati's most "in" spot today, where everyone not only enjoyed the ambience and the excellent cuisine prepared personally by master Chef, Billy King, but also savored the announcement that Vicky and Honoracio's book will soon be published.

The charming and urbane General Manager of the Hotel Inter-Continental, Eric A.P. Pruefer, recently hosted an intimate "Diner Amicale" for friends of the Inter-Continental. The elegant get-together which was held at the plush Salon Carlos P. Romulo was attended by a small circle of distinguished personalities including West German Ambassador Peter Scholz; Rep. Consuelo Puyat Reyes; Mr. and Mrs. Tony Leviste; Undersecretary for the Department of Transportation and Communications Josie Lichauco; Mr. and Mrs. Dick Romulo; Mr. Cesar Buenaventura and Mrs. Beth Day Romulo. The elegant Bibi Pruefer, hostess for the evening, made sure that everyone was having a splendid time. The enticing menu beginning with crayfish and smoked salmon, cheese cake with cider sauce, snipe and quail breast salad with raspberry dressing, sauted lamb loin with ginger sauce and mango coconut souffle, just made the evening perfect. It was really an enjoyable gathering staged with the usual Pruefer flair. ■

MAYOR BRIGIDO R. SIMON, JR.

IMPLEMENTING QUEZON'S VISION

PRESIDENT Manuel Luis Quezon had a dream, and in his dream, he hoped to transform Quezon City from the grassy wasteland it was 51 years ago to the "political capital and aesthetic showcase of the nation."

Today, 51 years later, the dream remains a dream. But it is a vision that the present city mayor has taken on as his personal commitment.

Brigido R. Simon, Jr., the young and energetic chief executive of Quezon City, is leaving no stones unturned in the fulfillment of this commitment.

He has launched bold, innovative programs that address 11 important needs of the people of the city, and this set of programs is what guides all activities of his city administration. These are housing, employment, cleanliness and sanitation, public morality, public services, the environment, reconciliation, public health, peace and order, public education and economic growth.

Tackling these programs one by one, Simon said that the housing program (or the *Binhi ng Pabahay*) seeks to provide low-cost housing for the poor and underprivileged citizens of the city. "In giving them the chance to have their own homes, we hope to give them personal dignity and respectability, and help to elevate them to their rightful places in society," said Simon, in an interview.

Simon said two pilot housing projects have been started in Manresa (in San Francisco del Monte) and in Payatas (near Fairview) which are two depressed barangays inhabited by many squatter families. He said 90 houses have been built in Manresa, and construction will be speed up in the coming months.

He said the city recently turned over titles to 31 middle-income housing units in Kasiyahan Village III in Novaliches to their beneficiaries. The housing units, which cost P6.8 million in all, are a joint venture of Rubber World Philippines, Inc. and the city.

These were the first batch of a total of 134 housing units to be awarded eventually to beneficiaries that include employes of Rubber World, the city government and other government agencies, he said. Other housing projects of the city are Delmundo subdivision in Novaliches and in Escopa, Project 4. By end 1992, Simon said, the city aims to build 40,000 houses under this program. Giving financing support to the city housing program are the Community Mortgage Program and the Home Mortgage Program and Insurance Program.





Quezon City Mayor Brigido R. Simon, Jr. intends to leave no stone unturned in fulfilling the late President Manuel L. Quezon's dream of making Quezon City "the political and aesthetic capital of the nation." He has, in fact, made the matter his personal commitment (above). Mayor Simon is shown with President Corazon Aquino in an inspection trip to earthquake – hit Nueva Ecija (left).

The employment program (or *Binhi ng Kabuhayan*) seeks to train at least 40,000 unemployed city residents in various job skills by end 1994, Simon said, as he noted that 25 percent of the labor population of the city are jobless or underemployed.

He said 300 finished recently the barbershop course, a thousand have completed the computer course, 206 others have trained in carpentry, 300 more have studied high-speed sewing, and about 60 out-of-school youth have trained in airconditioning and electronics.

A few thousand more are at present enrolled in these various courses, which the city is conducting free of charge for all interested residents.

In addition, Simon said he has set up the Quezon City economic development board, which would establish linkages with foreign investors particularly in Japan and China, and persuade them to set up mini-industrial estates in the city. He said these estates are expected to generate up to 50,000 jobs.

The cleanliness and sanitation program (*Binhi ng Kalinisan*) aims to make the city clean and safe for its residents, explained Simon.

According to him, while the overall garbage situation in Metro Manila is dismal (as observed by no less than President Aquino), the problem is being tackled most intensively, and most effectively, in Quezon City.

He said Quezon City contributes, at present, P80 million a year to the Metro Manila Authority, which in turn provides 100 dump trucks, which make 200 garbage collection trips a day, and 2,400 metro aides who clean the public areas of the city. These however are not enough to clean the city.

To help ease the problem, Simon informed that he has deputized 13,729 volunteers from the city barangays to help in the clean-up and beautification work of the metro aides. Aside from this, he plans to install small incinerators in each of the city barangays, which would burn the garbage right in the local neighborhoods. The incinerators, which have passed pollution standards, will eventually reduce the use of dump trucks to a minimum, he said.

The peace and order program (*Binhi ng Kapayapaan*) obviously intends to stop crime and criminals in the city. In support of Simon's campaign against crime in the city, the city council recently appropriated P9.8 million to buy 30 new mobile patrol cars and P11.5 million to buy 600 pistols and 100 shotguns for the city police. In addition, the city council has set aside P50 million to buy sophisticated police equipment, to be later distributed to police and barangay officials, to help them in law enforcement.



Barangay visits; comforting a little girl who needs medical help; trying his hand at cooking.

The public health program (*Binhi ng Kalusugan*) aims to look after the health of Simon's constituents. Simon said the city has been conducting an immunization drive against deadly diseases among the children of indigent families of the city. The Department of Health has described Quezon City's immunization program as one of the best in the country.

Drug abuse, he said, has been checked in the city after an intensified drive launched by the city government, through its anti-drug abuse council, which is headed by Vice Mayor Vicente Sotto III. Through the council, more than 1,200 drug users have been rehabilitated and a number of pushers have been arrested and jailed, he said.

The other city programs are equally far-seeing and have been as effective. The public morality program (*Binhi ng Moralidad*), which seeks to restore high moral standards in the city, has checked lewd shows in the city nightspots.

The public services program (*Binhi ng Tunay na Serbisyo Sibil*) which aims to cut through bureaucracy, has resulted in faster delivery of basic services to the people of the city.

To check on this delivery of basic services, Simon has been making almost daily visits to the 140 barangays of the city. The visitation program, called "Oplan Dalaw," was started last May.

"I seek to be a leader who is not isolated from his people. I would like to feel their pains and share their dreams," Simon said, in explaining the rationale for his field visits.

The environment program (*Binhi ng Kagandahan at Kalikasan*) seeks to protect and preserve the environmental balance of the city. Simon observed that in the 1939 master plan



of the city, drawn up by Quezon himself, the four triangles of the city – west, south, east and north, each one covering 100 hectares – were all intended be forest parks. Crowning them would be the 26-hectare elliptical area now known as the Quezon Memorial Circle. Farther north is, among others the 444-hectare National Government Center, which today, sad to say, is home not only to the House of Representatives, the Commision on Audit and the Department of Social Welfare, but also to 20,000 squatter families.

The public education program (*Binhi ng Karunungan*) aims to help the out-of-school youth of the city, through among others, a polytechnic school, called the Technical-Industrial University of the Philippines, which would train its students in the actual technical skills needed by the industrial companies of the country.

Simon said that "most of the courses offered by most schools of the country pertain to degrees or skills not relevant to the present employment needs of the country." The polytechnical school of the city will help to fill in these needs, he said.

In his political reconciliation program (*Binhi ng Pagtutulunga, Kapatiran and Pagkakaisa*), Simon seeks to reach out to erstwhile political rivals and persuade them to work together with him for the good of the city.

A notable case has been Charito Planas, who lost out to Simon in the last mayoral elections but whom Simon has persuaded to handle the development and beautification of Quezon Memorial Circle and other parks of the city.

And the economic development program (*Binhi ng Kasaganaan*) of Simon pledges to speed up economic progress in the city.

Simon said he believes "that one of the primary social objectives of government is the equitable distribution of wealth and assurance of equal access to opportunities."

"I have, however, come to realize that without economic recovery and development, there is going to be no wealth to distribute," he said.

"And I do not intend to equitably distribute poverty," he said. "Thus, you will note that the main thrust of our programs is economic development," he said.

Simon, or Jun or Junsy to his friends or family, has been at the helm of the Quezon City government for four years. On April 18, 1986, he was appointed officer-in-charge of the city. On February 2, 1988, he was elected mayor.

Last year, he was elected president of the League of City Mayors of the Philippines. He was reelected to the same post this year.

In the snap presidential election of 1986, Simon was desk officer for Western Mindanao and Central Mindanao for the Corazon C. Aquino-Salvador Laurel ticket, during which he exposed the ghost precincts of the Lanao provinces.

During the years of the Marcos regime, he was active in the people's movements for change, in the course of which he got an ASSO (an Arrest, Search and Seizure Order) issued for him.

During that time, Simon served as national treasurer of PDP-Laban , one of the political parties then fighting Marcos. He was also chairman of its public service committee and a member of its national council. He was also chairman of the BANDILA commission on electoral politics.

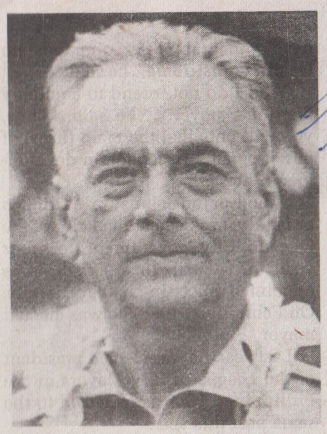
Simon was vice president of the Rotary Club of Kamuning (from 1983-84), president of the St. Louis Homeowners Neighborhood Association (1983-84) and hermano mayor of Lumbao, Pulilan, Bulacan (1983-85).

He earned his AB economics degree in 1973 from Ateneo de Manila University, where he was a student activist. He finished his high school and elementary school at San Beda College.

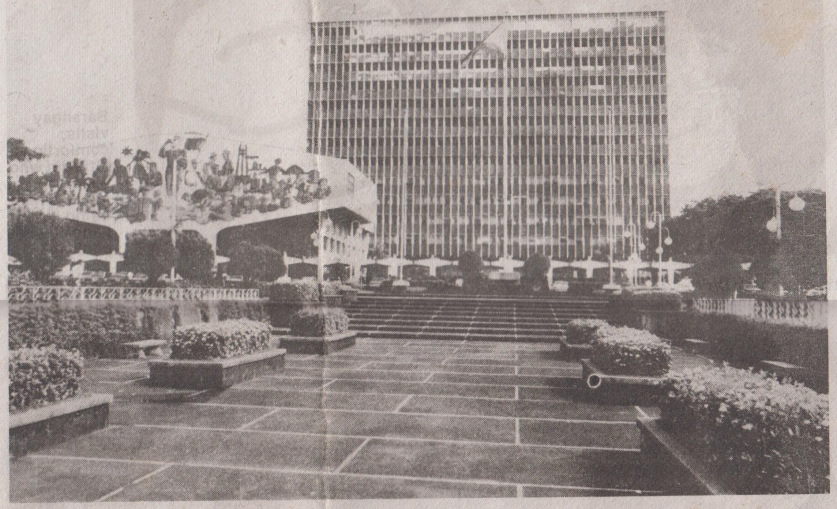
After graduation, he lived for six months among the poor of the Tondo Foreshoreland. He worked for three years as an executive assistant of the Mindanao Development Authority, then served as a consultant of the National Housing Authority in 1976.

After going into business himself for sometime, he decided to delegate the management of his business, in order to be more active to in the political and civic movements of the country.

Simon was born on July 31, 1952 in Pulilan, Bulacan, He is married to Ma. Victoria Silayan. They have a daughter, Rosario. ■



QUEZON CITY HISTORY:
FROM QUEZON TO SIMON



It was Philippine Commonwealth President Manuel L. Quezon who envisioned Quezon City as the place where a truly Filipino metropolis would rise (far left). The majestic facade of the Quezon City Hall (left).

NESTLING at the foot of the Sierra Madre mountains, about 10 kilometers east of Manila, lies Quezon City, with its sprawling land area of 15,359 hectares. It was once a virtual wasteland. Today, 50 years after it was declared a city, it has become one of the busiest, most progressive and most prosperous communities in the country.

And this is how it all began.

Early one day in July 1939, President Quezon took a stroll in the Diliman area with a few of his key officials. Standing on a grassy hill, not far from where Sampaloc Avenue is now, he scanned the northeastern sweep of Kamuning. Awed by the view, he exclaimed: "This is where I would like to build a real Filipino metropolis."

He pointed to a spot that is now Constitution Hill, south of the Novaliches watershed, overlooking what is now La Mesa Dam. He stared at three plateaus in the area, each one about 300 feet above sea level, all three commanding breath-taking views of the surrounding scenery.

To the east was San Mateo Hills, to the west was Manila, and to the north was a verdant chain of hills pointing towards Ipo, where a waterworks system stands today.

Wasting no time, Quezon immediately took steps to carry out his ambitious plan. He initiated negotiations between Don Alejandro Roces, his close friend and adviser, and the government for the acquisition of 1,572 hectares from the Diliman estate, at a price of 5 centavos per sq. meter.Most of the land was bought from the Tuazon family.

The property was ordered subdivided into small lots by Quezon. The low-cost houses were built on each lot, and offered for sale. These were eventually sold to the tenants at prices they could easily afford.

The project was a success and it encouraged Quezon to push through with his dream to convert Quezon City into the "premier city" of the country. He wanted a city patterned after Washington D.C. in the United States, as he intended it to become the "seat of the national government."

Quezon's dream is seen in a speech he gave before some of his officials on February 26, 1940. He said:

"I called this meeting to discuss development plans for Quezon City and the People's Homesite Corporation. In my opinion, Quezon City should be made the capital city of the Philippines. It is now a settled matter that the Capitol Building shall be erected in Quezon City and I am seriously considering recommending the construction of the Executive Mansion and the executive offices, as well, in Quezon City. The city government should, therefore, now plan the development of Quezon City as the future capital of the Philippines."

Quezon's lofty plan, however, was aborted when World War II reached Philippine shores. The Japanese invaded the country, and for three years, arrogant and abusive Japanese soldiers held the country under their boot.

Consequently, the Capitol Building which Quezon wanted built never materialized, the Executive Offices never left Manila, and the Quezon City did not become the capital city it was intended to be until much later.

Quezon was himself the first major of the city, holding office from October 20 to November 4 of that year, 1939. The city itself was named after him, in the same way that Washington, D.C., the capital city of the United States, is named after its first president George Washington.

Quezon, however, at first objected to having the city named after him. The original bill, authored by Assemblyman Ramon P. Mitra (2nd district, Mountain Province), actually proposed naming the new city as "Balintawak"

Narciso Ramos of Pangasinan, however, filed an amendment seeking to change the city's name to Quezon City. When asked to comment, Quezon said: "Why, can't you wait until I'm dead before you name anything after me?"

Just the same, the name Quezon was affixed to the bill, and on Sept. 28, 1939, the National Assembly approved Bill 1306 establishing the new city and naming it after Quezon.

When the bill was sent to Quezon for his approval, he again questioned the city's name, but members of the National Assembly urged him to consent to it. In the end, he agreed.

Quezon's "dream city" began to take shape on October 12, 1939 when the National Assembly enacted the Quezon Charter. The city initially covered nearby areas which today are called Cubao, San Francisco del Monte and Diliman, which at the time already included the sprawling campus of the University of the Philippines.

When Quezon died on August 4, 1945, the development of the new city passed to the hands of President Roxas, the first president of the Republic of the Philippines.

Under Administrative Order 5 issued on July 28 1946, Roxas set up a Capital Site Committee which he assigned to select the most suitable site for a national capital. Sixteen sites were considered by the committee but its final choice was Quezon City. At the time, the new city already included the wild hills and plains of Novaliches.

When Roxas died in April 1948, his vice president, Elpidio Quirino, succeeded him. On July 17, 1948, Quirino signed into law Republic Act 333, which made Quezon City the official capital of the country and permanent seat of the national government.

Its inauguration on October 22, 1949 was marked by the laying of a cornerstone for a capitol building at Constitution Hill.

On June 4, 1976, however, then

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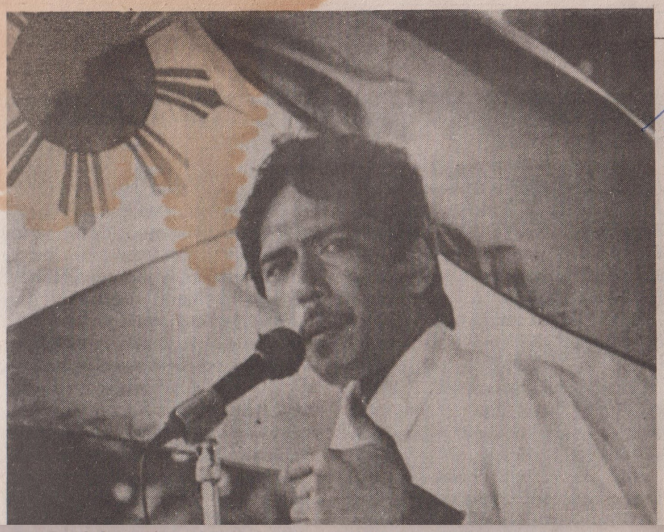


VICE MAYOR VICENTE SOTTO III

QUEZON CITY'S DRUG BUSTER



Quezon City Vice Mayor Tito Sotto (top left) is better known as the city's top drug buster. At *left: The Vice* Mayor installing the time capsule during the ground-breaking ceremonies for his pet project, the P19.7 million Drug Treatment and Rehabilitation Center in Barangay Payatas, the first and only one initiated by a local government.

TO rid the streets of Quezon City of drug dependents seems to be an impossible dream for just one man, especially after his predecessors have failed miserably. But like Don Quixote, the man from La Mancha, Vicente Sotto III is very determined to put an end to the problem of drug dependency in his jurisdiction no matter how arduous the path may be toward the fulfillment of this goal.

To start with, the Quezon City vice mayor has created four committees under the Quezon City Anti-drug Council. These are the following: preventive education committee; law enforcement and judicial committee; rehabilitation and treatment committee; and livelihood and after-care committee.

"The preventive education committee deals with the different advertising campaigns or what you call the preventive campaigns for young men and women who are not yet into drugs. The committee conducts seminars, symposia, film showing for parents and drug dependents themselves to convince them to stop and enter into rehabilitation. We conduct these programs in different barangays and schools where we educate the people on the ill-effects of drugs and the extent of drug situation in Quezon City for them to realize the situation."

The law enforcement and judicial committee, according to Vice Mayor Sotto, is concerned with the enforcement of Dangerous Drugs Act 6425. "The judiciary involved in this committee formed a task force composed of city prosecutors who deal solely with all drug cases. All the drug cases that are filed in the city are more or less centralized into 12 city prosecutors for better monitoring and more attention unlike the previous cases which just piled up together with other cases not related to drugs."

"Likewise, the law enforcement committee also involves the anti-narcotics unit which joins hands with the narcotics command which is under the task force anti-drug abuse of the Quezon City anti-drug abuse council. This committee monitors drug-related cases in police stations, and those referred to the courts. The task force gathers information in the community and schools where drug addiction is rampant. The hotline is 985555, the purpose of which is to review the information and give counselling. After counselling, the committee sees to it that rehabilitated patients who come back get better chances by giving them the opportunity to become productive citizens."

The rehabilitation and treatment committee, on the other hand, is very successful with referrals regarding drug-related cases. "We refer drug dependents and surrenderees after conducting preventive education at rehabilitation centers of the national government. One is in Bicutan, which is being run by the Philippine Constabulary and the other one is in Tagaytay under the supervision of the National Bureau of Investigation (NBI). These two centers are rehabilitating drug dependents for free and all the expenses are being shouldered by the national govenment."

"Because the other private rehabilitation centers are much more expensive for the rehabilitation patients, I, being the head of the rehabilitation and treatment committee, filed an ordinance in the city council creating the Quezon City Drug Treatment and Rehabilitation Center," said the tough drug buster.

The QC Rehabilitation Center that the hardworking vice mayor is talking about is considered his pet project. The center will be constructed on a sprawling five-hectare lot on Diamond Hill at Barangay Payatas at a cost of of P19.7 million. The center is the only one of its kind initiated by a local government. The only other rehabilitation institutions are the ones being maintained by the national government which were mentioned earlier.

Groundbreaking ceremonies for this new rehabilitation center were held last July 31.

The QC Treatment and Rehabilitation Center for drug dependents will comprise 11 structures which will include two dormitories capable of housing approximately 220 drug patients all the same time. While treatment and rehabilitation is a priority in the fight against drug abuse, the effort will also include thrusts in education and information, follow-up and after-care, and research. The facilities for these will therefore be accommodated at the Rehabilitation Center.

"The P19.7 million appropriated for this project includes the acquisition of land and the construction of the pre-fab buildings that will comprise the QC Treatment and Rehabilitation Center. Of course, the committee will be ongoing inasmuch as some of the city health officers are also involved in it as well as the Quezon City General Hospital," Sotto explained.

Life after rehabilitation is not that easy, so there's a livelihood and after-

Please see page 10

History ...

President Marcos issued a decree (PD 940) stripping Quezon City of its title and transferring the seat of government back to Manila.

Quezon City's colorful history can best be gleaned through a quick review of the accomplishments of its mayors.

Commonwealth Act 502, which established the new city, provided that all city officials were to be appointed by the President. At the start, Quezon himself assumed the functions of mayor and designated then Public Works Director Vicente Fragrante as vice mayor. The other members of the first city council were Dr. Eusebio Aguilar, then director of health (he also held the concurrent post of city health officer); Jose Paez, and Don Alejandro Roces.

Quezon also named Tomas Morato, one of his closest friends, as the first chief of police of the city. Soon after, on Nov. 4, 1939, Quezon appointed him as mayor of the city.

Morato was mayor from Nov. 5, 1939 until the outbreak of the world war in December 1942. During his term, and despite scarce resources, Morato initiated the construction of a network of roads and bridges in the city.

Although he had a limited police force of only 48, he was able to contain criminality. Among others, he ordered the closure of cockpits and cabarets in the new city.

In April 1945, two months after the liberation of Manila, Oscar Castelo, was named acting asst. mayor of Quezon City. On Oct. 1, 1945, Castelo was replaced by Capt. Sabino de Leon, a former governor of Bataan and who was chief of police of the city at the outbreak of the war.

On Jan. 1, 1945, the city government was transferred from Quezon's house to South 9th Street. De Leon was succeeded by Ponciano Bernardo, who was vice mayor and city engineer under Morato.

Bernardo was mayor from 1947 to 1949. A tireless worker, he often made on-the-spot inspection tours of the city, sometimes using only a bicycle. It was during his term that Republic Act 333, which made Quezon City national capital and permanent seat of the government was signed into law by President Quirino.

Among Bernardo's pet projects were the construction of the first city hall, Bernardo Park and the establishment of public libraries, the first of which was the Quezon City Public Library, on August 16, 1948.

Bernardo, however, was killed on April 29, 1949 in the ambush of Doña Aurora Quezon and her group in Bongabong, Nueva Ecija. Nicanor Roxas, then undersecretary of the interior, was named in his place by President Quirino.

Roxas served until Jan. 6, 1950, or for eight months. It was during Roxas term that Quezon City was inaugurated as the national capital. This was on Oct. 22, 1949. The cornerstone of the capitol building was laid at Constitution Hill.

On Jan. 7, 1950, Ignacio Santos Diaz succeeded Roxas as mayor. During Diaz's term, the city charter was revised for the first time, through Republic Act 537, which was signed into law by President Quirino on June 16, 1950. The act increased the city councilors from three to eight and raised the salaries of city officials.

Diaz was known as the "builder". During his term, he built 29 public school buildings. He stressed such public services as education and health care.

In the national election of 1953, the Nacionalista Party came into power, with the election of Ramon Magsaysay as president. On Jan. 11, 1954, Magsaysay appointed Norberto S. Amoranto as acting city mayor. On Feb. 4, 1954, his appointment was made permanent and Isidro Guevara was named vice mayor.

Amoranto held the office for 22 years – the longest among all the mayors. An accountant and taxation expert, he initiated the codification of all city ordinances on taxes and revenues. He also built schoolbuildings, health centers, public markets, park and playgrounds, libraries, roads and bridges.

He also built the 14-storey city hall, one of the city landmarks today. On March 30, 1976, he resigned as mayor.

On March 31, 1976, Adelina Rodriguez took over as mayor, the only woman yet to hold the post. During her term, she concentrated on social welfare work, civic projects and community beautification activities.

On April 20, 1986 Brigido R. Simon Jr. took over as officer-in-charge of the city. In January 1988, he won for mayor in the local elections. He is the incumbent today.

TEODORO V. ANGEL

Quezon ...

care committee to look after the former patients. Tito, as he is often called by friends and fans, explained that after rehabilitation, the former drug dependent naturally has to undergo a sudden change of social status. "We have this livelihood and after-care committee to monitor what happened to these people and we try to train them into different livelihood or give them jobs or employment assistance through the different sectors of society," he added.

Aside from ridding the city of drug dependents, it is also the scope of Sotto's duties to supervise the city's livelihood development program. He says: "The livelihood program has been started since my incumbency. When I took my seat as Vice Mayor, I centralized all the livelihood development projects into the city. Before, there were three or four offices that are concerned with the livelihood projects, but with the formation of *Task Force Kaunlaran*, everything has been centralized."

"Before," the vice mayor said, "we were involved in the livelihood development council in four districts that teach the urban poor such things as tocino making, longganisa making and soap making. Now we even give them financial assistance such as starting capital to put up a small variety store."



Vice Mayor Sotto's relentless efforts in fighting the drug menace gets overwhelming support from various sectors of society.

"In addition, we also initiated the *Talipapang Gala* making use of push-carts that peddle goods in the streets of the city as a way of earning money."

The development program has come a long way, informed Sotto. "We have the *Isang Gunting, Isang Suklay* program wherein those interested in learning the art of hairstyling are trained so they can start their own productive business. There is also the *Mobile Technical Skills Training Program* where the participants undergo 140 hours of rigid training in various technical skills like refrigeration and air conditioning, black and white/colored T.V. servicing, and industrial electricity."

"At the same time," he continued, we now also have a computer programming seminar for the youth plus another important project called *Project Mata* for people who cannot afford to buy eyeglasses. We spend for the lenses while the frames come as donations from various optical shops.

When asked by MEN'S WORLD what he hopes to accomplish in the remaining years of his term, Sotto answered this way: "I hope to sustain what we have now in terms of projects. In the remaining years, I would like to see that the Quezon City drug problem would have been solved, if not completely, at least a lot better than the situation today."

"We have achieved a lot since 1987. From no. 1, Quezon City has become no. 3 when it comes to drug dependency. Drug dependency has gone down from 54 percent of the total drug cases in Metro Manila to only nine percent. The figure comes from the Dangerous Drugs Board."

But this drug buster tells MEN'S WORLD that he's not yet satisfied with the low nine percent. "I still think nine percent is too high. I would like to bring it down some more, if possible, make Quezon City free of drug dependents," he concluded. But for now, this Don Quixote of the drug problem still has to fight many windmills before he can attain his impossible dream.

MELANIE UNAS-MAURICIO

A NO SMOKING TERRITORY



"SMOKING is dangerous to your health," so goes an oft-repeated warning from surgeons all over the world. Yet, the warning has continued to fall on deaf ears in many areas around the world.

For the first time in the history of the Philippines or any country for that matter, there exists a city where smoking is strictly prohibited and violators are fined or even jailed. That no-smoking territory is the more than 15,000 hectare Quezon City, the largest city in Metro Manila.

How did Quezon City manage to turn itself into a no-smoking area? It took one enterprising and gutsy lady, T.V. personality-turned-Councilor Cielito "Mahal" del Mundo to make the daring move which naturally elicited the ire of smokers. What del Mundo did was to file an ordinance which seeks to prohibit smoking. The ordinance which she introduced and sponsored in the council was co-introduced by Councilors Dante V. Liban, Isidro R. Saludes and Jorge L. Banal. This was also co-sponsored by the following Quezon City councilors: Alberto M. Galarpe, Melencio M. Castelo, Eduardo F. David, Teodoro N. Ramos, Ricardo R. del Rosario, Wilma A. Sarino and George Canseco.

Del Mundo said she filed the ordinance because she believes that unrestricted smoking in public places such as closed and air conditioned establishments, public utility conveyances, schools, restaurants and other similar places and establishments have become alarmingly rampant and has polluted the atmosphere. "More importantly, smoking has endangered the health and safety of the public in general," she said.

"There are many other reasons why smoking should be banned. Scientific findings have shown that the chances of dying from lung cancer are greater and more imminent for chain smokers than those who do not smoke on a regular basis. There are also reports to the effect that countless persons die each year due to pulmonary emphyzema, cardiac disease, allied lung problems and in some cases, drug addiction, which can all be traced to habitual and unrestricted smoking," she added.



T.V. personality-turned – Councilor Cielito "Mahal" del Mundo spearheaded the anti-smoking ordinance in Quezon City (top). Despite the stiff penalties imposed on smoking (above) in Quezon City's public areas, smoking is still rampant either because of lax police enforcement or lack of information markings.

The reason for the filing of this bill, according to this female councilor, is to protect the health of the majority of the general public who are non-smokers, particularly the youth. "This does not mean that smoking is banned absolutely all throughout Quezon City. It is banned only in public places in the city, but there are designated areas where smoking is allowed. This measure is necessary to protect the health and well-being of the citizenry."

The anti-smoking ordinance, otherwise known as Ordinance no. NC-73, s-89, states that smoking is banned in public places in Quezon City and a penalty is imposed thereof for violation. These public places include hospitals, moviehouses, assembly halls, enclosed and air-conditioned public establishments, public conveyances, government buildings and schoolrooms or any area where the public stays or gathers.

The lady councilor also pointed out that smoking is not limited to merely cigaret smoking. "The term includes inhaling, exhaling, burning or carrying any lighted cigaret, cigar, pipe or any form of lighted object or device which contains tobacco or other similar chemical compound."

However, she stressed that there are designated areas in Quezon City where smokers may go and light a cigaret and smoke as much as they want. These smoking areas should be identified by the administrator, owner, operator or manager of said establishments, she added.

"For example, in hospitals, smoking is allowed in designated areas where the smoke cannot be inhaled by patients, nurses, doctors and other hospital staff including other persons or visitors who are not smoking. There should also be such designated area in moviehouses but it should not occupy more than 30 percent of the entire place. Another thing is that the owner should make sure that proper exhaust facilities are installed to emit smoke-air and avoid being inhaled by the non-smoking public."

In assembly halls, del Mundo said, smoking is permitted in a specific area provided that the smoke emitted shall not be inhaled by the people attending the meeting. "But meetings in a private residence do not fall within this provision," she clarified. The same is true with restaurants, shopping malls or department stores, government buildings and offices and in schools or other airconditioned or enclosed public establishments."

In the case of public conveyances, the female councilor informed that the ordinance is applicable to vans, buses, jeepneys, and all other vehicles for hire. However, taxicabs, tricycles, and pedicabs are exempted from the ban.

Mahal, as the lady councilor is fondly called, informed that since the ordinance was enacted on January 5, 1989 and approved for implementation on the 18th of the same month, a number of apprehensions were made by the Quezon City police, especially in public transport. Other enforcement officers include teachers, barangay captains and their kagawads, People's Patrol and members of the Philippine Constabulary.

"Since it was implemented, the people in Quezon City have become wary of smoking in places where there may be law enforcers. But the common attitude is, it's alright to violate the law when there are no law enforcers around. Others simply ignore it, only to be surprised when apprehended."

"Those caught violating the ordinance are brought to the nearest police station for investigation and appropriate filing of charges before the office of the City Prosecutor or the court. These violators are fined of not more than P200 or imprisoned from one to 10 days *arresto menor* or both such fine and imprisonment in the discretion of the court."

"In the Quezon City hall, people go down and out in order to smoke. This is true for other areas. However, there are public establishments which lack the signs, logos, markings, symbols or any other informative devices which need to be prominently and conspicuously posted for the guidance and information of of the public in all major entrances and section for smoking and non-smoking areas," she added.

"In case many people have forgotten or are still not aware of it, the anti-smoking ban continues to be implemented in Quezon City in the hope of ridding the city of the harmful effects of smoking, "she concluded.

MELANIE UNAS-MAURICIO

DEALING WITH INTERRUPTIONS

THERE is no such thing as a perfectly calm executive behind a perfectly clear desk – at least not at the middle management level. So with that myth tucked away for good, let us proceed to find as many ways as possible to deal effectively with those inevitable interruptions, to keep them to a minimum, and to carve out a "Quiet Hour" each day for work that must be done in private.

You can waste a lot of valuable time wishing for total control over your day. Albert Shepero, professor of management at the University of Texas, says that "Operations people are constantly handling the unexpected. And that's what they are there for."

If you accept this fact, you can try for the optimum in "time stretchers" to yourself – 30, 60 or 90 minutes at a time.

We will tackle this subject in two sections – how to deal, first, with interruptions, and secondly, how to carve out your "Quiet Hour" each day.

Coping with interruptions

You will be interrupted once every eight minutes, studies show, unless you do something to shield yourself. Don't let others cut you down to an eight minute attention span. And when those interruptions are inevitable, make sure you know how to "pick up" again without too much lost time.

How to pick up the threads of your project

When you're interrupted, take few seconds to write yourself a reminder of what you were doing, thinking, or about to say. Then give full attention to the interruption – you won't have to keep "half your mind" on the thing you'll be returning to. Once the interruption is finished, return to your notes and get back to work. No sense keeping both things in your head at once when it's not necessary.

Another idea is to understand the "pattern" of your interruptions so you can cut down on the extra verbiage. Dr. Robert Riley, professor at the University of Cincinnati, says interruptions have three distinct parts – including preliminary socializing, a statement of the reason for the the interruptions, and final socializing. As you can see, the socializing time on either side of the core could well take more time than the reason itself.

You can cut this time factory by taking three steps:



1. As soon as the person appears, ask pleasantly for the reason for the interruption. Don't give him/her time to start in on the weather, the ball score or the office gossip.
2. Having made a note of what you were doing before the interruption, you can now direct all your attention to the reason for the interruption, giving direction, delegating or solving the problem immediately.
3. Finish up while you still have the floor with a comment like "I'm glad that's settled. Now I can get back to this report which is due this afternoon." Word this to fit your work schedule, but make it clear that the work on your desk is "A priority." Then, with a smile to the interruptor, begin working on your project again.

As you can see, it's not necessary to be rude, just firm. A smile can soften the statements you'll make. And most of those who interrupt you will be relieved to find they can get "in and out" without "overkill socializing". After all, they have projects waiting for them as well.

Plan your interruption schedule

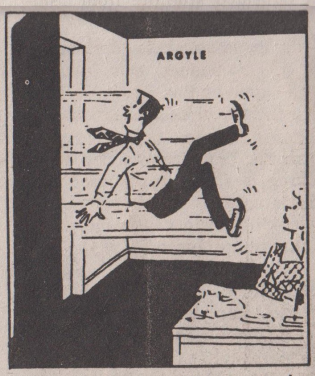
Make sure that you save your peak output periods for "A priority" projects – that's when your door should be closed if at all possible, and your calls and visits held.

Most of us also have a time of day when we feel more like seeing people. That is the time when you should schedule your interviews, reporting from subordinates, and "open door" period when people can interrupt you. Scheduling this way will avoid feelings of resentment when people interrupt you just as you're getting into an important task – you'll get all those potential interruptions out of the way.

Avoid interruptions with planning

Perhaps you have a top client or customer who picks up the phone whenever the slightest problem or question comes up. Or it may be that your boss or a subordinate just can't wait to talk with you on matters of slight importance. Here are some ideas on scheduling these people without offending or alienating them.

1. Schedule regular interface – say, once or twice a week. If your contacts know they'll see you Wednesday at 11.00 am, they'll be more likely to save up their routine questions and needs for the regular time. This meeting can be held by phone if it's more convenient for both parties. Of course, occasional emergencies will crop up between meetings, but the drain of inconsequential matters should be cut this way.
2. Think ahead to others' demands. Get a feel for your client's or boss's needs and be prepared so a regular need does not become a last minute demand. In October your client asks for some figures for a monthly meeting at his corporate headquarters. Inquire as to whether such figures will be needed monthly from now on. If so, schedule them in to your regular plan – don't wait to be asked in November.



"Was that all you wanted to see me about, Sir?"

3. Share your enthusiasm for time management. Develop a personal rapport with your client, boss or other "interruptor" so that you feel comfortable sharing your thoughts. Tell him or her what time management has done for you – how you've been organizing your time, plugging time drains etc. Your contact will, at the minimum, respect what you have learned and assimilate a bit of it. If you're lucky, or a very good "time management evangelist," he or she may ask to learn more.

Take a day off

If interruptions are getting you down, take a "day off". Don't stay home, though – go to the conference room at work, or a quiet, private place. Some folks we know rent a quiet motel room, unplug the television and put a "Do Not Disturb" sign on the door. Spend the whole day out of touch with your usual routines to concentrate on something very big and in-depth.

You'll get a surprising amount

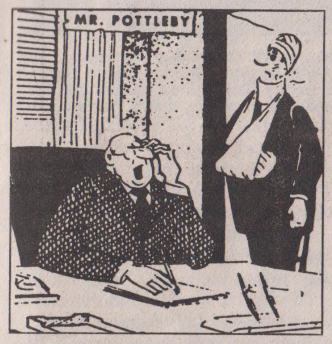
addcomplished, probably more than you could ever do in a week of routine "coping".

And you'll get an instant appraisal of your staff and your office procedures. If you are the "indispensable person" for everything (in other words, if the office is in chaos when you return), you're not set up for maximum effectiveness.

Don't be afraid to punt

One pitfall when you get organized and use a "To Do" list each day is that you may fear losing flexibility. If you're interrupted by a chance to have lunch with a perspective client, or a crisis on the big project comes up, you may feel that your day is "blown" for good.

This doesn't have to happen if you learn to "punt" or stop and start over. Stay calm, look at that "To Do" list and re-order those priorities. Then adopt your new, re-ordered plan immediately so you won't waste time "stewing" over the surprise interruption.



"Please Argyle! I'm in no mood for excuses for being late. Just get to work!"

You can help yourself prepare in order of importance, or labeling them "A", "B", and "C" priority right on the "To Do" list.

Ways to dissuade office visitors

Never volunteer to hold a meeting in your office – try to have it in someone else's office, so that you can leave if you have to or want to. Don't get stuck as the "host" of a meeting. One way to avoid playing host is to rid your office of extra chairs – just keep your own. This discourages drop-in visitors; too.

When someone drops in, keep the phone, your pencil or paper in hand as a sign that you expect to get back to work soon. Ask "How much of my time do you need?" Look at your clock or – if the interruptor is a frequent "time waster" offender – even set an alarm to confirm such a limit (Note: if you are a sales-person, it may be quite effective to ask for just 15 minutes of a prospect's time and gear your presentation to that specific time limit).

Re-route needless interruptions

The customers service manager of a large manufacturer gave this idea for re-routing misdirected inquiries: "I used to be swamped with phone calls, letters, and even drop-in visitors seeking information and answers right now. There wasn't enough time in the day to handle them all, and half of them didn't need or want me, anyway. After I realized I could never keep up, I developed a system for re-routing a lot of these inquiries without my even handling them. I compiled a "guide book" to the company for my secretary. It lists just about every sort of inquiry, and gives the person I think can best handle it. Now my secretary re-routes nearly all of these misdirected inquiries, and I have the time I need to adequately handle the complaints that belong in my department."



"Every night I change the position of the pins. It's driving them crazy."

It may well be part of your rule that no salesman gets a minute of your time unless he is specifically scheduled in advance. And if a salesperson calls and says he/she will be in "sometime today" with quotes, either get him/her to make a specific time, or instruct your assistant to see the person when he/she shows up.

Your suppliers must learn that your time is scheduled to your convenience – not theirs.

Cutting down on office noise problems

If you're trying to increase your concentration level and attention span, the noise level in your office may be interrupting you without your even knowing it.

If your office is too close to the "action" outside, you may be bothered by conversations, phones ringing – even drop-in visitors who get all the way to your door without being intercepted.

If you can't soundproof your office area, you can at least insist on a "closed door policy" for part of the day. And if that doesn't work, find yourself a hide-away in a spare office or even at home where you can concentrate in quite when the job demands.

The quiet hour

If you don't schedule yourself at least one "Quiet Hour" each day, you're over-looking one of your best opportunities to get your work under control. The basic rules of a Quiet Hour are these:

1. No phone calls taken or made.
2. No visitors; no leaving your office to see anyone.
3. No unnecessary talking or moving around.

A simple idea, but one which a great percentage of managers never take advantage of.

You need a Quiet Hour to allow for concentrated work without interruptions. Your firm can use a Quiet Hour policy, too – those companies which have tried it report great enthusiasm and a measurable jump in management output.

The theory behind the Quiet Hour is this: when you allow yourself to be interrupted (at an average of every eight minutes, unless you do something about it) you work is subject to "gear up" and "cool down" times constantly. But when you carve out a Quiet Hour, you can get started and keep working without all those starts and stops.

A great number of managers choose to have the Quiet Hour first thing in the morning, because it gets the day off to such a productive start. You start the day with a positive attitude, checking off a big "think project" on your " To Do" list, or a whole group of smaller jobs.

The Quiet Hour practice helps you get started with other time management techniques, too. For example, the calls help during your Quiet Hour can be returned all at once. You can delegate and answer peoples' questions all at one time, too – instead of seeing the same folks three or four times in the first hour or so of the day. What's more, you'll have an added incentive to practice concentration techniques because you'll want to get as much as you can out of your hard won hour of silence.

What to do when a visitor won't leave

Some people ask their secretaries to buzz them when a predetermined amount of time has elapsed, citing a phone call or another appointment coming up. If you don't feel comfortable with this charade, here's an idea from a marketer at a major chemical firm on how to get rid of long-winded visitors: "I was never comfortable having my secretary buzz me to interrupt unwanted drop-ins. But often there's no other way to get free. So now I do it myself. In the middle of the unwanted conversation, I simply pick up the phone and tell my secretary 'I'll be through in a minute.' That gets my visitors out of my office, usually for a couple of weeks."

Handling drop-in sales-people

If your business is purchasing, perhaps you schedule a time for "open calling" by managers, must juggle your purchasing responsibilities with many other jobs, you are being unfair to yourself to allow sales-people to make "cold calls" on you when it happens to suit them. They will tell you that they were "in the neighbourhood and thought they would drop in." Remember – it's their convenience – not yours. You don't have to see them unless you feel they may have an answer you've been looking for.



"The coffee-maker is broken."

Make a rule for yourself – and keep it firm so those who shield you are not in doubt. Perhaps you will want to be informed when one of your regular suppliers stops in – and make the decision whether to see them depending upon the work at hand. To be fair to your regular sales-people, explain that you prefer not to be "dropped in on" – some clients actually like it, and your sales-person may assume you're one of them. ■

SOFTDRINK FIRM TO SPONSOR BEATTY MOVIE

COCA-COLA is the main sponsor of a movie adaptation of one of the fifties' most popular comic strips, "Dick Tracy", featuring Hollywood star Warren Beatty as the gimmicky, gadget-loving private eye. Coke's sponsorship of "Dick Tracy" follows highly successful presentation of "Ghostbusters" and "Batman", both 1989 blockbusters. "Dick Tracy" is winning rave reviews from critics and is the top-grossing film in U.S. theaters today. It stars Pop Artist of the Decade awardee Madonna as the siren "Breathless Mahoney", an interesting crossover situation that has the two well-known entertainers reportedly falling for each other for real! ■





THE BETTER SHOPPING ALTERNATIVE







Robinson's Galleria inauguration: counterclockwise from left; John Gokongwei shares a light moment with business friends Benito Lim and Ignacio Gotao; the blessing rites; Benny San Andres exchanging light banters with Michael Lam; a view of the shopping mall's home decors section.

THE Robinson's Group made another significant mark in the Philippine retail industry when it opened Level One of the Robinson's Galleria Department Store last August 3.

The affair was highlighted by the blessing of the 600-square-meter Appliance Section and Home Furnishing Section that carry all kinds of houseware gift, home decor and native craft items. The blessing was followed by a lively cocktail party attended by businessmen Ignacio Gotao , Benito Lim, Joseph Lim, James Young, Michael Lam, Herminigildo Zayco, John Becloedt and Ron Menhennet, among others. On hand to welcome the guests were the Gokongwei family, owners of the Robinson group.

The premiere department store which is located just behind Our Lady of Peace Shrine at the corner of Ortigas Avenue and EDSA promises to be a better shopping alternative because of its entirely different dimension and its highest emphasis on customer service.

Level One also boasts of moss green tiled-fountain area adorned by artificial and fresh flowers, and built-in kitchen demo facility that alternates as a merchandise display area when there is no culinary presentation schedu ■

"Four Gives" Payment Introduced

THE first in the industry to introduce the novel concept of "four gives", MASTERCARD, one of America's favorite credit cards, remains to be one of the most sought after cards today.

With Equitable MASTERCARD, cardholders can pay for their purchases in four semi-monthly installments interest free. Unlike "charge cards", house cards and P.O.'s, cardholders are given a wide range of benefits and privileges. With Equitable MASTERCARD, cardholders enjoy free 24-hour personal accident insurance coverage equivalent to the cardholder's last monthly billing, an Automatic Travel Insurance (ATI) coverage of as much as P 1M when travel tickets are purchased using the card and the best access in any of MEGALINK'S four member bank's ATM networks.

Honored in more than 5,000 merchant establishments nationwide, Equitable MASTERCARD is the only credit card designed specifically for budget-conscious housewives, rank-and-file employees and low-profile businessmen. And the only card that provides the prestige of owning an international card and the convenience of using it locally. ■

Aircon Company Launches Promo

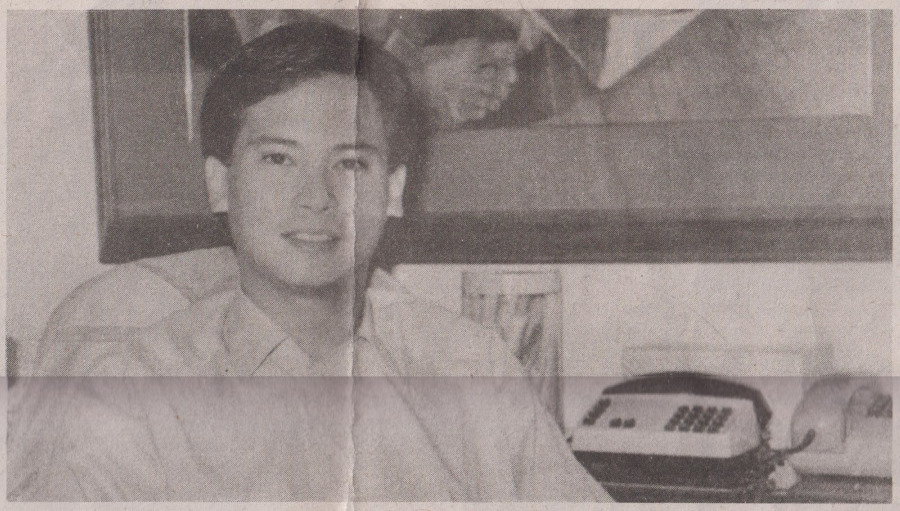
CLIMETTE Room Airconditioner recently launched a nationwide raffle promo billed "Hot,Hot Prizes from Cool Cool CLIMETTE." A buyer is entitled to one raffle coupon for every purchase of a CLIMETTE Room Aircon Unit. The company is giving away a 33"TELEFUNKEN TV set with rack and extra speaker, 4 AIWA midi components with CD player or turntable and 5 AIWA portable radio/cassette units. Drawdate is on December 5, 1990.

CLIMETTE is a product of Keep Rite, the largest aircon manufacturer in Canada. They boast of elegant appearance and use energy efficient state-of-the-art compressors. Its fan motor has a sound dampening insulation to ensure whisper quiet operation and is engineered and balanced for long life. Its aluminum fins and copper tubing features provide efficiency and durability. Its reusable and washable filter traps dust, dirt and pollen for cleaner and cooler air.

The product come in three models: SK 155, SK 135 and SK 166. They are exclusively distributed by ASCOP, INC. and are available at all leading appliance dealers nationwide. Promo ends October 31, 1990. ■

ANDY DE LOS REYES:

Young Marketing Mogul



Marketing mogul Andy delos Reyes amazingly handles four jobs at the same time. But unlike other jacks-of-all-trade who are masters of none, Andy is the exact opposite because he is a success in all of his endeavors.

IN the field of marketing, Andrew de los Reyes is currently being watched by his peers and contemporaries as well as the senior groups in the field. In contrast to most marketing wizards, Andy is a young blood. Yet he is not what you call a struggling marketing man. He belongs to that rare breed of young energetic executives, mostly educated in Western countries, who are not only oozing with rich talents, but have managed to gain control of important positions or seats of power. Unknown to many, he is now marketing's baby mogul because of the many and varied marketing jobs he had accomplished in the last 10 years and because of his amazing ability to handle numerous projects in various places – all at the same time.

This young marketing mogul who just turned 30 last month has an impressive educational background that includes a marketing degree and an MBA in the United States. In the U.S. where he stayed for 10 years, aside from coming home from time to time to do some projects here, he established two trading companies where his marketing skill was honed. One was the Potpourri Inc., which imports Philippine-made goods only and distributes them all throughout the United States through sales representatives. These include furniture, home accessories, table lamps, placemats, throw pillows and other native products.

"When I was in the United States," de los Reyes relates, "I usually shop around. One day I thought of finding out who were bringing in these Filipino goods. Most of them turned out to be Americans and they were making a lot of money for these products. So I said, "if the Americans could do it, so could I, and since I'm a Filipino, I think I'm in a better position to do so since I know our products better than these guys."

With $2,000 capital, Potpourri Inc, was born in Hayward, California. Now that it has grown part of its expansion program was the transfer of the store site to San Mateo, also in California. "It is the same company that assisted Pacific Plaza which I'm handling now in terms of marketing such as in sourcing imported products like construction accessories, bathroom tiles and door knobs," he adds.

Meanwhile, the other U.S. company is known as Imperial Company, also in San Mateo. Its main thrust is the importation of office supplies, this time, from Germany. "We got exclusive distributorship from a German company called Litz Germany. It took us almost a year before we got that distributorship because we are a small and unknown company in the U.S. and the Germans were asking whether we could handle this on the scale that they wanted to. Fortunately for us, the German company gave us a very good credit line which helped us get off the ground. And all the limited funds that we had were used for marketing and advertising."

At present, this dynamic marketing guy is involved in various projects in the Philippines where he is Vice President for marketing of almost all the companies he's been handling at the same time. On the construction side, Andy is busy with Pacific Plaza Condominium where he is Vice President for marketing. He is also VP for marketing of Gateway Property Holdings which is concerned with the development of industrial estate, as well as commercial and residential areas. "I became involved in Gateway when I first did a study for that company. After presenting the study, I went back to the U.S. However, I was recalled and got the go-signal to start the project."

The energetic executive that he is, Andy also holds the same position at Rondell, a management company started by his father, Geronimo, in 1982. "It is basically the company where all of the projects concepts and project packages come from. It is also the one that packages the projects and does the financing, packaging and getting local and foreign partners to participate in the projects. Andy says of his role, "I usually aid in the marketing and study side, but more often, I'm basically jack of all trades."

But unlike other jacks who are masters of none, Andy is their exact opposite because he manages to succeed. Aside from all these projects which he handles altogether, Andy also makes it a point to help his mother, Gilda, in her flower farm business in Tagaytay. The flower farm business, which was started eight years ago, is now considered the largest cutflower farm since it occupies five hectares of land. His duties here include assisting in marketing and advertising as well as sourcing of imported materials when needed.

When asked by MEN'S WORLD to enumerate the factors that contribute to the success of all his businesses, Andy shrugged his shoulders. He says: "I really do not know. But maybe, hard work, good ideas, being stubborn and not accepting "No for an answer."

At the same time, it almost seems there aren't enough hours in a day for this marketing mogul. The young Andy, a workaholic, is a family man (wife is Roberta Lopez, daughter of ABS-CBN magnate Eugenio Lopez, who recently gave birth to a baby girl names Alysa). He usually starts his normal working day by going through all the fax messages, correspondence and letters and then calls the accounting people of the flower farm business to check their collection for the previous day. Then he attends about two or three long meetings on marketing and on the technical side of development in order to have a feel of it.

His office in Makati at the ground floor of Jaycem building is where Rondell, Gateway, Pacific Plaza, and the Flower Farm business are all located – all in just one suite. There are about 20 people manning the office and each has his own responsibility in the different companies.

"The technique there is to wear many hats all at the same time. The only hard part is the starting up stage. Once you get beyond that stage, everything comes easy. Everyone here is used to doing so many things at the same time. So if you're doing a Rondell thing, you have to act like a Rondell person. If you're working for Gateway, let Gateway alone occupy your mind for the moment."

"My management style is easy. I'm quite easy going. I don't put much pressure on people since I presume that they already know their duties. So when I tell them that this thing has to be done first, they know immediately that this is important. Otherwise, I will not say so."

Surprisingly, Andy is one boss who doesn't have a secretary. Hence, he not only calls the shots in the office. He also personally types all his letters and documents and schedules all his activities. "I never had a secretary," he admits, "although I think I'll be needing one soon since my schedule is getting hectic and the work load is piling up."

MELANIE UNAS MAURICIO

CLASSICAL CUTS





Top class; counterclockwise; striped jacket matched with printed shirt and tie; plain double-breasted suit; and checkered double breasted suits with matching trousers.



ONCE in a while, a dedicated corporate man needs to feel a little luxury. Long hours spent in the boardroom analyzing graphs and planning strategies can be taxing even to a determined spirit. Monogramme's fine collection of suits has what it takes to lift up his waning energy.

Soft linings, firm stitches and c'assically designed cuts make up Monogramme's banner qualities that can pamper even the most discriminating among the corporate lords.

For top class luxury, Monogramme is the best bet.

The Skin She'd Love to Touch





By knowing what skin care products (above) are suited for their type of skin and by fine-tuning their skin care routines, men can have flawless and pimple-free skin (left).

YOUR skin is okay, but how do you turn it into a more flawless, one? By examining, then fine-tuning your skin care routine to get rid of all the bad habits you may have fallen into:

HABIT: Overzealous cleansing or scrubbing hard often to clean away skin problems doesn't work. Here's why: A pimple or blackhead is caused by action inside your skin, not dirt on its surface. Harsh cleansing could leave the skin raw and irritated or even create more pimples. Cleanse only twice a day – more cleansing could strip natural moisture from your skin.

HABIT: Using an astringent to tighten pores

Pores do not open and close like shutters. When you use an astringent, skin plumps up, creating the temporary optical illusion of smaller pores. The size of your pores is determined by the amount of oil they produce and there's nothing you can do to actually minimize them permanently. An astringent can help control shine on oily skin.

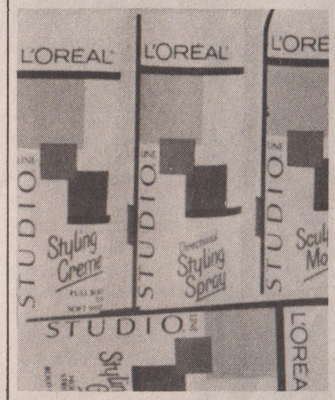
HABIT: Splash rinsing to remove your cleanser

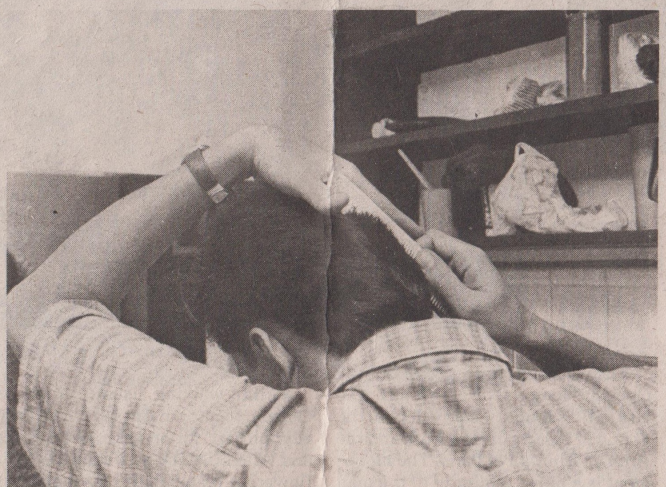
Splash rinsing is fine if you do a thorough job. Unfortunately, most people don't. The result: You're left with an irritating cleanser residue that could clog pores and cause skin problems. Wipe skin two or three times with a clean, damp washcloth or soft sponge.

HABIT: Using a complicated regiment to care for sensitive skin

The more products you use and the more complex these products are the greater the chance you'll irritate your skin. Choose the simplest routine possible. A good one to try: Apply Cetaphil Lotion gently all over facial skin then wipe off with cotton or soft tissue. It's a make-up remover, skin moisturizer and facial cleanser. ■

HOW TO HAVE A CROWNING GLOW





Hair care products (left) help a lot in giving hair that luxurious glow but it's always how a person takes care of his crowning glory that makes the difference (above).

ISN'T it frustrating? You do everything imaginable to bring out the best in your hair and nothing seems to happen. You shampoo your hair to get it clean, you use conditioner for extra bounce, you blow dry, you put gel, mouse, spray net, etc. But still you find your hair as limp as ever.

Hair experts suggests these ideas to help your style look soft and your hair feel luxurious:

• **Go easy on styling products.** If you're used to using gel, cream, mousse, or glaze, stop! Working more than one of these through your hair will counter its natural swing and eventually will make it stiff. Continuous use of these products daily can also damage your scalp.

• **Use an oil-free conditioner.** Most conditioners are formulated with fatty oils and waxes that stay on your hair gets greasy even when it's already dry. The secret of a manageable hair is a conditioner that won't leave residue behind. One that conditions well and can be rinsed out throughly, leaving hair fresh and beautifully manageable.

• **Towel dry longer, blowdry less.** This gives hair a more relaxed, less "pouffy" look. After a bath, towel off excess water. For curly hair, apply a moisturizing cream, concentrating it on the ends. For straight hair, use gel; comb it thoroughly from every section of your hairline. Then towel wrap hair for up to 10 minutes (If your hair strand is thin, do this for only half the time. Remove towel, tip head over and fluff hair with fingers. Let dry naturally while combing, or blow dry for a few minutes.

• **Spritz hair on brush, not on hair.** Then tip head over and tightly brush in all directions, from left to right and vice versa, to loosen knots. This way, you'll get some control-plus volume, but not a "concrete" set.

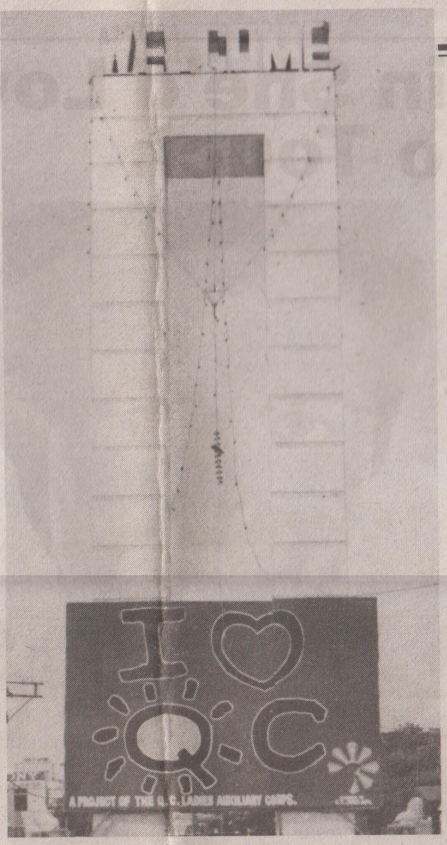
• **After brushing, "shake out" hair and tousle with fingers.** This lets your hair move – and gives your style softness and a more natural, less rounded, look. ■

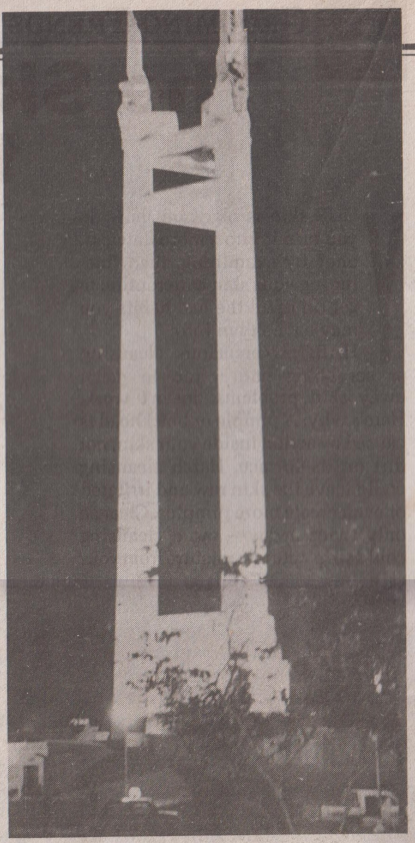
DESTINATION

THE LURES OF QUEZON CITY



The Sto. Domingo Church, the center of religious activity in Quezon City (above).







The Welcome Tower stands right at the middle of the city's gateway (far left). The Quezon Monument at the Quezon memorial circle contains the personal effects of the late President Manuel L. Quezon (above). Lovers find sanctuary in the tranquil expanse of the Ninoy Aquino Park (left).

IN the course of history, time and circumstance would alternately draw Quezon City into the mainstream of events in the past and then surrender it once more to its present life that is full of bustle.

A trip To Quezon City via Manila is just a few minutes drive and you'll never be lost. Right along España is the "Welcome Tower" in the middle of what is commonly known as Rotonda, the gateway to Quezon City. A straight journey along Quezon Avenue will lead you to the Sto. Domingo Church. The church has been an important administration center and base of operations for projects of the Dominican Order. Aside from being one of the centers of the Catholic activities in the country, it is also an architectural marvel. It remains to be the biggest church in the Philippines today, if not in the whole of Asia.

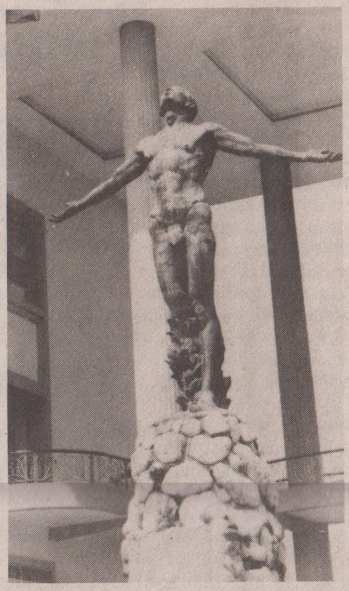
The Quezon Monument at the Quezon Memorial Circle, fronting the city hall, is roughly equivalent to the Statue of Liberty of New York and the Arch of Triumph of Paris. The monument is a living reminder of the man who envisioned the city, the late President Manuel L. Quezon. Built right in the center of a circular land, efforts are underway from further development of the city's most famous park. It is a center for health buffs who frequent it in the mornings and afternoons. Due to its growing popularity among kids, bike rentals and food stalls are readily available.

Within walking distance from the Quezon Memorial Circle is the Ninoy Aquino Park, formerly known as Parks and Wild Life. The park abounds with flowering plants and trees making it an ideal place to go on picnics. Tables and chairs are available and there is a safe playground for children. Right in the middle of the park is a man-made lake where one can relax and reflect. For the animal lovers, there is a zoo that boasts of a wide collection of wild and tame animals.

For the bargain hunter, the Araneta Commercial Complex in Cubao is the place to go. Big commercial establishments like ShoeMart, Ali Mall, Farmers Plaza, C.O.D., Rustan's and Isetann as well as small stores and boutiques that offer just about everything we need are conveniently scattered throughout the complex. The shoe lovers will surely have a grand time at the Marikina Shoe Expo that showcases the best in locally manufactured shoes. For the young and the young at heart, there is the Fiesta Carnival for fun, amusement and entertainment.







Quezon City landmarks; clockwise from left; the University of the Philippines; the gate of Camp Emilio Aguinaldo; and the Asia's largest covered dome, the Araneta Coliseum.





The Philippine Heart Center (left) and the National Kidney Institute (above) are just some of the highly specialized health institutions found in the city.

Once in a while, the Araneta Center, or the "Big Dome" has a special show like concert or circus to offer.

Farther south are two historical camps that are opposite each other – Camp Emilio Aguinaldo and Camp Crame. These two camps along EDSA hugged the headlines during the February Revolution in 1986. It has been a tradition for the present administration to commemorate the EDSA revolt February of each year. But in between anniversaries, EDSA is the base for the Armed Forces of the Philippines and the Philippine Constabulary.

Whether it's native foods you enjoy, or the exotic oriental cuisine, or simply anything you fancy, you could go food tripping in the busy streets of West Ave. and Tomas Morato, considered to be the food capital of the metropolis, if not of the country. There are hundreds of stalls to suit your taste, preference and budget in the area. The glittering neon signs, billboards, facades, and exterior landscapes along the streets is an attraction in itself. It is a place that will surely arouse your senses-sight, smell, and of course, taste.

In Balintawak, along the end of the EDSA stretch, Andres Bonifacio raised a cry of revolution against Spain in 1896. The Bonifacio monument holding a flag is bounded by EDSA and A. Bonifacio, a street named after what historians call "The Great Plebian" or "Man of the Masses."

Just a stone's throw away from the "Cry of Balintawak" monument is the Balintawak Market, considered the most important market in the city, it being the dumping site of large scale vegetable growers from as far north as Baguio down south as Laguna and Batangas. In fact , it offers such a wide variety of wet and dry commodities at competitive prices that people from neighboring cities and provinces need not go to Divisoria to procure their needs. Vendors abound 24 hours a day, seven days a week, catering to the needs of wholesalers and retailers alike.

Aside from its fine residential areas, Quezon City is also the seat of the country's four largest television stations and a number of radio stations. It also houses the main campus of the state-owned University of the Philippines, the largest and premiere university in the country.

Quezon City also boasts of a number of exclusive hospitals. When it comes to respiratory diseases, the Quezon Institute is the perfect treatment center. As regards matters of the heart, there is the top-rate Heart Center for Asia. Not far from the Heart Center is the Lungsod ng Kabataan, an exclusive hospital for children.

There are also two military hospitals in the city. These are the V. Luna General Hospital for the members of the Armed Forces of the Philippines and the Veterans Memorial Hospital for war veterans. ■

How About Ping-Pong?

TABLE tennis, often called "ping-pong" is a game patterned after tennis, but is played indoors on a table. The game is equally competitive like tennis. It also requires maximum speed and agility because the celluloid ball used bounces fast with each strike.

One good thing about table tennis is that it won't cost one raring to go into the sport a fortune should he decide to put up a set right inside his home. The table costs a lot less than maintaining a tennis lawn, and occupies a lesser space, too. The table can fit in a small room, a garage or a garden.

The tennis table measures 9 ft. long by 5 ft. wide. Its surface is 30 inches above the floor. A center line, 1/8 wide and parallel to the sides, divides the tables for double play. A net dividing the table into two equal areas, is strung across the table parallel to the ends. It is 6 inches high above all points of the playing surface.

The ball used is a hard and hollow celluloid that weighs approximately 1/10 oz. The striking surface, also called racket, is covered with peddled rudder or with cork or sandpaper. There are available signature rackets in the market, although an inexpensive one will do for beginners.

You don't need to have a professional instructor should you decide to go into table tennis, all you need is practice. Table tennis may be played by two or four players. Play begins with the server tossing the ball into the air from the open palm of his free hand and hitting it with his racket so that it bounces on his side of the net, then over the net into his receiver's court. The receiver must return the ball by hitting it over the net after it has bounced once. Volleying (striking the ball before it has bounced once on the table) in such an exchange is not permitted.



Table tennis as a competitive sport requires maximum speed and agility because the celluloid ball used in the game bounces fast with each strike.

Failure of a player to make a good service or return the ball properly counts one point for the opponent. Points are scored for both server and receiver. Service is alternated after five successive points are scored. The winner is the first to score 21 points until one player wins a consecutive two points. At such times, service is alternated after every point.

The rules are similar for doubles except that service must be made to the proper half of the opponent's court. The server must hit the ball into the diagonally opposite area of the table. Service alternates between teams and between partners. Unlike play in other games employing rackets, partners must alternate in returning balls hit into their court during rallies.

A crude form of table tennis, using homemade materials, was played in England in 1890. This game was only mildly popular until about 1899, when the celluloid ball replaced earlier ones made of cork or rubber. In the 20th century, the game has been enjoying wide popularity throughout the world. It is often referred to as "ping-poing," after a proprietary version of the table tennis. In 1926 the International Table Tennis Federation was organized as the world-wide governing body. In 1933 the U.S. Table Tennis Association was formed as one of its affiliates. Japan, Hungary and Czechoslovakia have made especially for strong showings in worldwide competitions.

Due to its growing popularity, sport centers are including table tennis in their long list of club facilities. Table tennis, aside from being a good sport and exercise, can also be a nice way of entertaining guests or a means of killing time without having to go out of your house.

EDWIN BULLET SANTIAGO

CHESS PUZZLE

RAUL B. ILAGAN

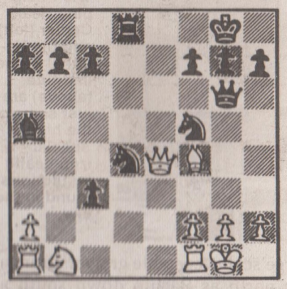
TAKE pleasure for that rare chance of beating chess grandmasters. The diagrammed positions, taken from actual board plays of the world's elite group, require a move or series of moves that either forces checkmate, gained material, or led to an overwhelmingly superior position.

The encircled figure at the top right of each diagram represents the difficulty rating with 5 being the most difficult. If you could solve the puzzles within ten minutes, you certainly have the potential to achieve a GM status. Have a nice time!

NEW YORK, 1857

BLACK'S 19th MOVE

P. MORPHY (3)



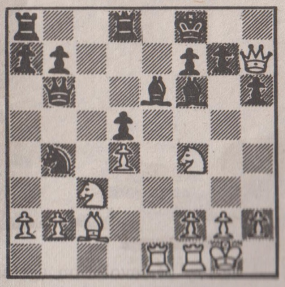
N. MARACHE

One of Morphy's immortal combinations that can be easily found in any chess brilliancies collection. Attack and destroy White in Morphy fashion!?

MATCH PLAY, NEW YORK
1957

WHITE'S 18th MOVE

BOBBY FISCHER (3)



MAX EUWE

For beginners, Max Euwe was the first Dutch ever to become a world champion by outclassing the Moscow-born Alexander Alekhine in a match in 1935 but lost it to the same man in a rubber-match two years later. In this game, the visiting veteran shows the then upcoming star, 14-year-old Bobby Fischer some lessons in attacking play. Can you beat Bobby Fischer?

PALMA DE MALLORCA 1989

BLACK'S 36th MOVE

CHANDLER (3)



TAIMANOV

Black's Knights and the Rook on the 7th rank are menacing White's King but White is barely hanging on. Find the best way to continue?

Answers on page 23

Asia's Weak Excuses for Poor St. Andrews Showing

IN most people's eyes the 119th British Open lived up to its reputation as the world's outstanding golf event. However, as far as Asian players were concerned the showpiece event of 1990, staged at the traditional home of the game, is best forgotten.

Consider the fact that the Asian continent boasted just five representatives – all Japanese – in the main draw of 156. Only one of those, Naoimchi "Jet" Ozaki, survived the half-way cut and played in all four rounds.

Those are revealing statistics which are not exactly going to enhance the standing of professional golf in the Far East.

With the lucrative Japanese tour thriving and Asian players faring comparably well in international team competitions such as the Dunhill Cup and World Cup, the lack of individual success is a continuing source of frustration.



Philippine player Frankie Miñoza

However, until such time as more Asian players decide to ply their trade overseas it is unlikely that there will be any dramatic change in fortune.

It remains true that Asian players are reluctant to play in other continents, particularly in Europe where the weather conditions are not what they are used to.

While no one would dispute that point, it was sad to read the comments of Masashi "Jumbo" Ozaki after his failure to make the cut at St. Andrews during a week when the surprisingly mild conditions should certainly not have worked against him.

"I don't like the wind and the cold weather," said the world's 11th ranked player when asked to explain his below-par performance.

He continued: "Whenever I feel cold I don't play as well. When it's windy I tend to have a shorter backswing. I was unable to concentrate during the Open and I lost my swing, my rhythm, everything. I just could not feel the club-head while I was swinging."

Yet no other players had complaints about the weather.

Another disappointment for Asian golf fans was the withdrawal of Frankie Miñoza.

The Filipino, who received an exemption for the Open as a result of winning the 1990 Asian Circuit Order of Merit, cited a back injury as his reason for pulling out.

But this was the British Open.

And as one Asian professional said: "Most players would have to be on their death beds before turning down the chance to play in the British Open ... especially when it's at St. Andrews."

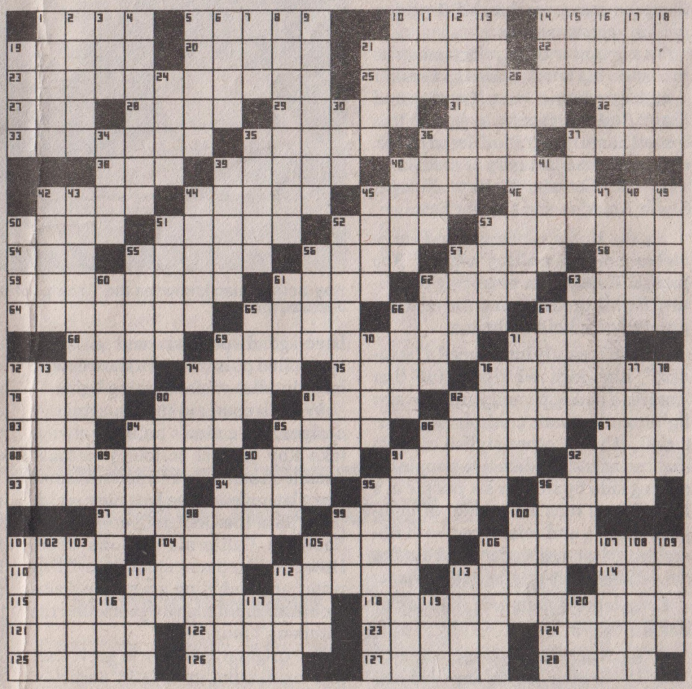
It was also sad, although not unexpected, that only a handful of players from the region were among the almost 6,000 professionals from all corners of the globe who attempted to pre-qualify.

The travel and living costs may well be prohibitive, but it would at least be encouraging to see a few more make the effort. There is no gain without pain. ■

CROSSWORD PUZZLE

CALVIN R. MATHEWS & JACKIE MATHEWS

BOOKWORM



ACCROSS

1. Boy
5. Head covering
10. Breathe laboriously
14. Lily variety
19. Part of the intestine
20. Deliver an address
21. Blood vessel
22. Body of water
23. Alcott masterpiece
25. Tolstoy masterpiece
27. Mineral
28. Belonging to Mamie's man
29. Forerunner of double-u
31. 6/6/44
32. Salt: Fr.
33. Inferred
35. Not up yet
36. Use an old phone
37. To be: Fr.
38. Word with tape or hot
39. Roman judge
40. Rumpled
42. Examine
44. Greek island
45. Peaceful
46. Like natatorium pools
50. Diving bird
51. Sudden invasion
52. Hardy cabbage
53. Lower the worth of
54. Tree
55. Games on horseback
56. Fruit
57. Rage
58. Call ___ day
59. Frequently seen
61. Abundant store
62. Young socialites
63. Above
64. Bricklayer's tools
65. Conceited
66. Creeks
67. Alleges
68. Gets hold of
69. Twain masterpiece
71. Ski lift type
72. Middle: law
74. Beast of burden
75. Buggy
76. Meaningless talk
79. Encourage
80. Hand formation
81. Twist
82. Raised road
83. Man's nickname
84. Went under
85. Teasdale, e.g.
86. Awaken
87. Ending for Joseph or Bernard
88. See 42 Across
90. Word on a faucet
91. Secluded hollows
92. Applications
93. Embroidery decoration
94. Rope
95. Clavicle and tarsus
96. Fine ___
97. Aromatic substance
99. Wise ones
100. Baseball stat.
101. Tax
104. Head: Fr.
105. Jut out
106. U.S. Indians
110. Actress Gardner
111. Christmas
112. Dining room item
113. Rifles
114. "... __ my sunshine ..."
115. Eliot masterpiece
118. Ibsen masterpiece
121. Part of an act
122. Drops
123. Blackboard
124. Fragrant compound
125. Aquatic mammal
126. Biblical locale
127. Children
128. Poor grades

DOWN

1. Wavy
2. Change
3. Building site
4. Spark
5. Curtsied
6. God of love
7. Male animal
8. Infinite time
9. Reasonable
10. Egg on
11. Timetable abbr
12. Arena
13. Himalayan mammals
14. Duplicate
15. Card
16. Minimum
17. One who ties shoes
18. Anoint, old style
19. Clumsy one
21. Filled with wonder
24. ___ out; made do
26. Lingerers
30. English letter
34. Oil exporter
35. Brainstorms
36. Distribute
37. Norse saga
39. Foul-up
40. Narrative
41. Deadly sin
42. Type of energy
43. Paine masterpiece
44. Drinks
45. Arrived
47. Dickens masterpiece
48. External
49. Raises
50. Word with wing or handed
51. Frustrates
52. Stevenson masterpiece
53. Names
55. Academy student
56. *Superman* character
57. Dread
60. Greedy person's words
61. Handicapped
62. Per ___
63. Egg-shaped
65. Electrical unit
66. Actor O'Neal
67. Humiliate
69. Elephant's feature
70. Legal document
71. Tight girdle
72. Louis XVI's mate
73. Black
74. Candy flavor
76. Anka and others
77. Freeway divisions
78. Facial features
80. General servant
81. Auctioneer's word
82. Nat and Porter
84. Origin
85. Harbor town
86. Woman's name
89. Tactic
90. Scoop holder
91. With determination
92. ___ acid
94. Served
95. Ship's stabilizer
96. Ashamed
98. Tell
99. War vessel
100. Record speeds: abbr.
101. Cowboy's prop
102. Kick out
103. Hotel employe
105. Drinking spots
106. City on the Rhone
107. Terre ___
108. Gaelics
109. Predictor
111. North Sea feeder
112. Fish eater
113. Old man: Ger.
116. Chemical ending
117. No: Scot.
119. Sturdy wood
120. Full of: suff.

Answers on page 23

JACUZZI, ANYONE!

THE WHIRLPOOL WIZARD

IN many of today's contemporary U.S. homes, the bathroom is taking center stage. Not only is it far bigger than its predecessor, but it sparkles with a brightly lit skylight, high ceiling, vivid colors, lots of open glass and many plants. Additionally, numerous bathrooms now contain such upbeat features as his-and-hers matching sinks and vanities, a whirlpool tub, steam shower, telephone, stereo, exercise equipment and mirrors galore.

Much of the credit for this evolutionary state-of-the bath is attributed to a man that many architects call "the whirlpool wizard" because he has more than 160 patents registered in his name. His inventions and vision have helped to transform a one-time humdrum business into a burgeoning industry of whirlpool baths and spas that produces more than $300 million in U.S. sales annually.

The inventor is Roy Jacuzzi who has made his family name as familiar – and as generic – as Kleenex and Xerox. Indeed, thanks in part to this instant name recognition, Jacuzzi, Inc. dominates the industry it created in The U.S., Canada, Western Europe, South America and the Far East.

As the firm's exuberant and innovative chief executive officer, Roy Jacuzzi foresees an even brighter future for his products and the contemporary household bathroom.

Jacuzzi recently introduced a "standard" high-tech whirlpool tub that features a makeup vanity, underwater lighting, electronic controls and a waterfall. It joins other stylish models that can accommodate two people reclining side by side, or six people at a time. These tubs are crafted of high-gloss acrylic and reinforced with fiberglass, a dramatic departure from the claw-footed, cast-iron baths of the past.

Even more dynamic is the look of the future.

At the firm's headquarters office in Walnut Creek, California, Jacuzzi displays an artist's rendering of an evolutionary new bath. Featuring top-of-the-line Italian Styling, this far-out tub is designed to provide bathers with computer-programmed controls, a high-definition three-dimensional TV monitor, a hands-free video telephone, digital stereo sound, automatic beverage dispensers, and a voice-controlled pulsating rain shower with built-in ultra-violet tanning lights.



Roy Jacuzzi, also known as the "Whirlpool Wizard", heads the famous spa company Jacuzzi, Inc.

When it comes to such imaginative designs, the nation's builders always take Roy Jacuzzi seriously because America's baths haven't been the same since he unveiled the first-ever whirlpool tub at the Orange County Fair in Southern California in June 1968. However, the phenomena of swirling water and bubbling spas didn't surface until more than 50 years after the company's founding.

The original family firm got it start in a small store in 1915 in Berkeley. That's where seven Jacuzzi brothers, including Roy's grandfather and six great-uncles who emigrated from a small farm town near Venice, developed a pitched propeller for the U.S. government. The money earned from that project enabled the rest of the family – mother, father and six sisters – to come to America.

Subsequently, the family developed such consumer products as jet pumps and swimming pool equipment, plus a wind machine that protected farm crops from frost.

A major breakthrough came in 1956 when family members responded to a second-generation Jacuzzi who suffered from arthritis. The company used its technical know-how to invent a portable pump that made air and water swish around in a conventional bathtub. Attached on the side of the tub like a small portable outboard boat engine, the ingenious pump provided swirling "home hydrotherapy" – a treatment limited previously to hospitals.

From that application, a modest niche business evolved that offered the portable pump to hospitals, schools and athletes. But it was Roy Jacuzzi, a third-generation member, who developed the product that has immortalized the family name.

While attending the University of California at Berkeley, he designed and engineered the first totally self-contained whirlpool bath – the forerunner of dozens of high-tech Jacuzzi models now sold on six continents.

As might be expected, the founding brothers initially looked upon this $700 prototype with both family tolerance and skepticism. Their attitude changed abruptly in mid-1968, however, when Jacuzzi returned from an industry trade show in Southern California with a fistful of orders.

Named to head the Research Division, he promptly supervised the development of the first production model, called The Roman Bath. Though this tub received enthusiastic public acceptance, the company encountered frustrating difficulties in marketing the new product.

"At first, it was tough getting through standard channels of distribution," he recalls. "Plumbing wholesalers and standard outlets didn't really understand how such a tub would fit in with typical functional bathrooms. It was looked upon very much as a specialty product.

"We had to sell the benefits of it more so than the luxury, the relaxation and the qualities of hydrotherapy – or the increase in the value of the home – as we're able to do now."

Once the marketing problems were solved, Roy Jacuzzi's patented hydro-massage system proved to be that rare marriage of technology and consumer insight. His invention was such a success that it launched a global industry and introduced a brand name that has become a symbol for an entire way of life.

In 1970, the line was expanded to include the Adonis, a tub large enough to accommodate two people. Following the Adonis, still larger tubs for three or four people were introduced.

In 1979, the family sold the firm to Kidde, Inc. for $70 million. About 100 family members were part of the payroll before the company became a Kiddie subsidiary. Only Roy Jacuzzi, who received a substantial sum in the sale, remained – as president and CEO. "The others were ready to retire," he says, "while I was eager to do more business."

This mega-millionaire became even wealthier in 1987 by agreeing to stay at the helm of Jacuzzi after Kiddie was swallowed in a $1.7 billion takeover by Hanson PLC. The latter is a giant, multinational British American con-

glomerate that employs nearly 90,000 people in such activities as Ever Ready batteries, Imperial Tobacco, Kaiser Cement and Farberware cookware.

For more than 20 years, the whirlpool industry has been expanding. During that span, Jacuzzi, Inc. has continued to maintain its leadership role by introducing new industry features. Some of these include a totally assembled, plug-in SPA; warranties and an after-sales service program, like those for major appliances; unique built-in facilities that are standard in each model; and a complete line of mass-produced whirlpool baths developed for builders and contractors.

Roy Jacuzzi has done his best to personally promote these products. For example, several years ago, wearing a bathing suit and playing with a rubber ducky, he made an American Express TV commercial while submerged in a company spa. The commercial, one of a popular series, began, "You may not know me, but my name sends chills up and down your spine."

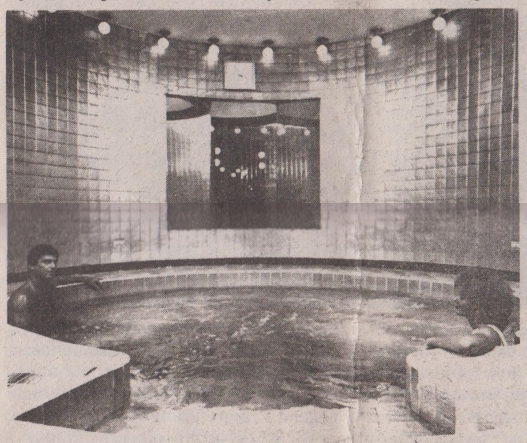
He subsequently appeared in several major print advertisements for MCI Telecommunications and Hathaway Shirts.

His promotions obviously have been successful because some of the world's most influential people soak in Jacuzzi tubs – from Donald Trump and Arab sheiks to the President of the United States.

Although he won't reveal the names of Hollywood celebrities who enjoy the water massage of a manmade "hot spring" in their mansions, Jacuzzi does disclose, "Our whirlpool tubs have been installed in such unusual places as Donald Trump's yacht, in large private jet airplanes owned by wealthy foreigners and in both the White House and the vice president's residence (Blair House). One of our first major coups was the 1974 sale of a whirlpool tub to President Ford. Now the White House has two of our tubs.

Surprisingly, none of the aforementioned tubs are custom-made.

Every one of Jacuzzi, Inc.'s bath and spa models – whether manufactured in round, octagonal, oblong or square shapes – are assembly-line



Because of the Jacuzzis' ability to ease tension and pressure, they have become popular not only among the young, mobile professionals but also with the older generation.

products. The current price range: $1,000-$2,600 for the Builder's Line and $2,600-$6,000 for the International Designers Collection Line.

Who runs the worldwide Jacuzzi organization – which has 2,200 employes and offices on three continents – when this chief executive is on the road? Without hesitation, he responds, "I do. I don't have any executive assistant or number two man. What we have in our headquarters office is a key management group, with each individual responsible for his own function. We have a coordinating meeting that takes place every Friday morning, whether I'm there or not."

A virtual whirlpool in action, Jacuzzi is demanding about both his work schedule and that of his management team. An aggressive and competitive individual, he admits, "I'm not only a perfectionist, but I'm fanatical about mistakes. You won't survive here if you're not highly motivated. In fact, B performers don't even come in a close second."

He practices a management style that finds him walking around the headquarters office in shirt-sleeves. He encourages everyone to call him by his first name, practices an open door policy and listens to all sides before making decisions.

Because of his demanding work schedule, he's cut back on a once gruelling exercise routine. He still finds time, however, to do 100 sit-ups each morning and he tries to play tennis and go biking whenever possible. He also does a tremendous amount of walking in his travels.

What's more, he's excited about the construction of his new showcase house in the hills east of San Francisco Bay "because it'll have a pool, and I love to swim at night."

Jacuzzi also gets a thrill from driving cars at breakneck speeds. He's raced his $165,000 red Ferrari at more than 165 miles per hour. The car's license plate reads: SPA 1. "I love driving in Europe where there are no speed limits. Anything over 130 mph feels like you're just cruising along at 60," he says.

Jacuzzi enjoys a challenge – whether it's on a German Autobahn or in a meeting with his top designers. Indeed, he remains equally tested today as a leading-edge engineer and designer because whirlpool baths and spas have become extremely high-tech.

Turning the pages of a four-color catalog, he emphasizes, "Our products have moved into the computer age. We're into microchips, sensors, touch-sensitive controls and fully integrated electronic systems. Like the auto industry, we're working on state-of-the-art designs that are two years from production."

Is Roy Jacuzzi satisfied that his company has been the industry leader for 22 years?

"Not at all," he says. "While we're the largest manufacturer of whirlpool baths in the world, we've all seen businesses lose their leadership role by resting on their laurels, by being complacent. What I'm most proud of at Jacuzzi is that we are never satisfied with the status quo. We're as innovative today as when we first opened our doors. And we'll continue to strive for the boldest designs, the most advanced technology and the most reliable products.

Reprinted from *'Compass Readings*

ANSWERS TO CHESS/ CROSSWORD PUZZLE

BLACK'S 19th MOVE

SOLUTION: The sesame-move 19. ... N-KN6! was what the Doctor ordered. Here, white can only stop mate at the cost of a Queen, i.e. 20. Q-K1, N5-K7+ 21. ZxN, NxQ+ 22. K-R1, NxB. Faced with such a dilemma, White opted for an instant death in 20. QxQ, N5-K7 mate. (0:1)

WHITE'S 18th MOVE

SOLUTION: The venerable Euwe started the attack with a quiet, yet decisive 18. P-QR3! with the idea of driving away Black's Knight from the defense of his QP so that if 18. ... Knight moves, White has 19. QNxP (attacking the Queen and at the same time threatens mate at the back rank with Q-R8). Sensing the loss of his Knight, Fischer tried 18. ... NxB (probably hoping for 19. QxN?) but after 19. QNxP, RxN (19. ... BxN 20. Q-R8 mate) 20. NxR and Black resigned. Black's only move left is 20. ... P-KN3, to stop 21. Q-R8 mate, but at the cost of a Queen. This game is probably Fischer's worst and shortest defeat on record. (1:0)

BLACK'S 36th MOVE

SOLUTION: Chandler simply proceeded with 36. ... N-B7+! 37. K-N1 (37. RxN, R-K8+ 38. R-B1, RxR mate), N7-R6+ 38. K-R1, R-K8! and White quitted the game. Black's best defense of 39. R-Q1 fails against ... N-B7+ 40. K-N1, NxR 41. NxN (41. RxR, RxR mate), N-R6+ 42. K-N2, R1-K7+ and Black either gets a piece or ends up with two Rooks against a pair of Knights. (0:1)

	M	A	L	E		B	E	R	E	T		G	A	S	P		C	A	L	L	A
C	O	L	O	N		O	R	A	T	E		A	D	R	I	A		O	C	E	A	N
L	I	T	T	L	E	W	O	M	E	N		W	A	R	A	N	D	P	E	A	C	E
O	R	E		I	K	E	S		R	A	V	E	D		D	D	A	Y		S	E	L
D	E	R	I	V	E	D		I	N	B	E	D		D	I	A	L		E	T	R	E
		R	E	D		E	D	I	L	E		T	O	U	S	L	E	D				
	S	C	A	N		C	R	E	T	E		C	A	L	M		I	N	D	O	O	R
L	O	O	N		F	O	R	A	Y		K	A	L	E		D	E	V	A	L	U	E
E	L	M		P	O	L	O	S		L	I	M	E		F	U	R	Y		I	T	A
F	A	H	I	L	I	A	R		L	O	D	E		D	E	B	S		O	V	E	R
T	R	O	W	E	L	S		V	A	I	N		R	I	A	S		A	V	E	R	S
		N	A	B	S		T	O	M	S	A	W	Y	E	R		T	B	A	R		
H	E	S	N	E		M	U	L	E		P	R	A	M		P	R	A	T	L	E	
A	B	E	T		F	I	S	T		S	P	I	N		C	A	U	S	E	W	A	Y
R	O	N		S	A	N	K		P	O	E	T		R	O	U	S	E		I	N	E
I	N	S	P	E	C	T		C	O	L	D		D	E	L	I	S		U	S	E	S
E	Y	E	L	E	T		C	O	R	D		B	O	N	E	S		A	R	T	S	
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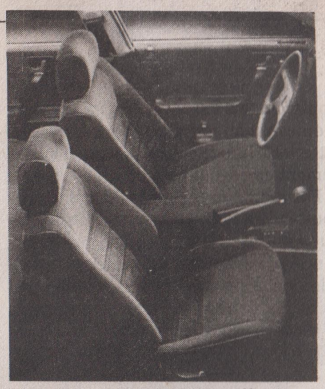
L	E	V	Y		T	E	T	E		B	U	L	G	E		A	P	A	C	H	E	S
A	V	A		Y	U	L	E		T	A	B	L	E		A	R	M	S		A	R	E
S	I	L	A	S		M	A	R	N	E	R		A	D	O	L	L	S		H	O	U	S	E
S	C	E	N	E		T	E	A	R	S		S	L	A	I	T	E		E	S	T	E	R
O	T	T	E	R		E	D	E	N		T	Y	K	E	S		D	E	E	S		

Standard Bearer of a New Generation





The Legend is not only beautiful to look at, but even more beautiful to drive (left). The interior provides rich seating, generous legroom and ample headroom (above).

IN the history of motoring, few automobiles combine the technological innovation and timeless design required to become the standard bearer of a new generation. Honda Motor Company has been lucky enough to come up with the Legend Sedan, a superior automobile that rightfully belongs to this category.

The Legend, a sedan that is not only beautiful to look at, but even more beautiful to drive, was conceived by Honda to set new standards for quality, reliability and performance against which all other cars must be measured. As such, the Legend meets all expectations while compromising none. From its premium 2.7 liter, V6 24-valve power-plant with programmed fuel injection to its electronically controlled dual-mode automatic transmission and four-wheel double wishbone suspension, the Legend represents the ultimate performance in a refined sedan. And, in its distinctive styling with unrivaled comfort, it is every inch the consummate automotive designer's art.

Legend designers really took pains to consider the driver as the most important point in creating it. To enhance the driver's control without detracting from the Legend's unequalled visibility, the engineers provided a thoughtfully integrated wrap-around dashboard with a full set of large, easy-to-read analog instruments and ergonomically arranged controls.

Likewise, they paid attention to every angle, ensuring that this sedan creates a truly relaxing environment for the driver. Legend's sporty steering wheel tilts up or down for comfortable driving, and speed-responsive power steering provides ample assistance for low-speed maneuverability while giving the driver sure road feel for high-speed control. Legend's finger-operated cruise control helps to relieve the stress of long drives by reducing accelerator foot fatigue. Set and resume switches are located on the steering wheel for smooth, unhurried operation.

Inside, one will find rich seating, generous legroom, and ample headroom surrounded by a panoramic view. On every side, craftsmanship and the finest materials create a mood of quiet elegance. The Legend's air conditioning system maintains the freshness, the ergonomically designed driver's seat offers superior lumbar support and manual seat lifter. Furthermore, the high quality moquette upholstery cushions the driver and passengers in comfort.

Small details have been thoroughly considered. These include the power windows, chrome-plated power door mirrors, power radio antenna and tinted windshield. And they extend to such thoughtful amenities as center armrest compartments, power door locks, and individual rear reading lights and front map lights. Legend's coordinating interior, crafted only of the finest materials, inspires a mood of tranquil relaxation.

At the same time, it can be noted that nothing surpasses the feeling one gets when he opens out Legend's electric smoked-glass sunroof and let the sunshine in. A deflector shuts down wind noise and turbulence, while a tilt-up mechanism lets one circulate fresh air around the cabin. Legend's auto-tuning SW/MW/FM stereo radio cassette player with four speakers indulges both the driver and the passengers with unrivaled audio performance.

The five-passenger four-door Legend sedan is one of the few cars that carry both the driver and the passengers in comfort and carry ample luggage, too. Its large trunk is fully carpeted and opens just above the bumper for easy loading and unloading. All these luxurious surroundings accentuate the pleasure of driving it.

The sedan also offers a four-speed automatic transmission that lets the driver choose the driving mode that fits his driving style. In the D position (normal driving), the engine smoothly shifts between first and fourth gear for maximum comfort and fuel efficiency. For a sportier performance, the driver has to shift to the S (sport) position where shifting between first and third gear shift timing is set at higher rpm. In the S mode, the transmission can be shifted into overdrive with a touch of the S4 button located on the shift knob. An electronically controlled lockup zone means excellent performance and economy with smooth shifting and minimal vibration. Unlike most cars that tend to creep while at a standstill, the Legend has anti-creep control to automatically shift into second gear as a preventive measure. A five-speed manual transmission is also available.

Bred on the Formula One racing circuit and refined for the road, Honda's 2.7 liter V6 gives the Legend more exciting performance than ever before. With more horsepower at the top end and more torque at low rpm, the new engine delivers smooth, quiet power throughout its entire range. For even firing and quiet operation, crankshaft pins have been offset 30 degrees, allowing the unconventional 90-degrees, V-angle that names the Legend's engine so compact cylinder head and the latter increases valve lift for intake/exhaust efficiency.

A race-proven PGM-FI sequential port fuel injection system uses microprocessor to determine the precise air-fuel ratio for all driving conditions. Also, sophisticated sensors monitor the slightest changes in operating parameters and transmit them to the system's digital computer. The computer then directs the six-injectors to provide precisely the right fuel mixture, optimizing efficiency and producing more power.

The Legend sedan also boasts of timeless elegance that shines from within. It begins with computer-aided design of the Legend itself, a light but rigid monocoque body rainforced and strengthened throughout. To protect this handsome frame, Legend then undergoes an arduous 4-coat 4-base process where each coat is baked for a longer time at a lower temperature. And only after thousands of hours of testing in laboratories, on test tracks and on roads of every kind did the Legend become worthy of its marque. Its luxury is one which is intelligently defined. In totality the Legend sedan is a timeless beauty that transcends mere fashion and fad. Indeed, it is the ultimate luxury sedan designed not only for the driver, but also around the driver.

FRANCIS ARLAN

ARE TAGS A GIFT FOR BIG BROTHER?

UNHEARD, unseen, a new electronic revolution is underway. It could lead to millions of farm animals, dogs and even people having to carry or be injected with tiny electronic identification tags.

Tom Doyle, head of an electronic tagging company, said shoppers would be able to sail past supermarket checkouts without having to unload their trolley or even stopping to pay.

The amount owed would be totted up from the electronicprice tags on the goods and automatically debited from tagged customers' bank accounts, making cash and credit cards redundant.

Dogs could have tags painlessly injected into their necks to help identify them if lost - or to track down the owners of vicious dogs.

Cattle could be tagged so that it would be impossible to sell cows from BSE-infected herds. Tags could monitor the health of farm animals and even determine their feeding needs.

Science fiction it may sound, but radio frequency ID tags are widely used already in industry and agriculture. Tiny tags have been injected already into 15,000 dogs.

Tags are also being clipped on to the ankles of remand prisoners as an alternative to jail and will soon be attached to the wrists of all new-born babies at one hospital to prevent kidnapping.

The uses of the technology are not controlled by legislation, and the few people who realize what is happening are increasingly concerned about the implications for civil liberties.

The doubled-edged nature of tagging was seen recently in Hong Kong where cars were tagged in a new way to make drivers pay road tolls.

Although the system worked superbly, it had to be scrapped when people realized their movements could be tracked. They could not pretend to be working late when the road toll bill showed they had been in the car at the time.

Doyle, managing director of the Eureka Systems division of Davy McKee, in Poole, Dorset, said: "People should realize that very soon tagging will be impinging upon their lives.

"The worry is that this is a bit of a creeping technology and could be potentially misused.

"If everybody was tagged, although it would make life easier, there would be problems with liberty, the big brother syndrome," he warned.

His company developed the baby-tagging alarm system now being introduced at St. Thomas' Hospital, London, from which baby Alexandra Griffiths was snatched earlier this year.

However, if babies can be tagged, so too can prisoners or mental patients. The Home Office is already evaluating the use of tags on defendants awaiting trial and, technically, it would be possible to tag people in jail as well.

Doyle is calling for an urgent public debate on the uses of the new technology. He said key questions such as who had the right of access to information from tagging systems had not even been aired.

Ten years ago, he said, tags were the size of bricks and cost hundreds of pounds. Now some were half an inch long and so thin they could be injected.

The price had dropped to a few pounds and would soon be measured in pence.

The tags could either be made like "smart cards" or act as an identity device which would link up with a central computer.

"All you would have to do is walk around with your tag. Everything else would be automatic.

"The technology is extremely versatile. We are afraid that there will be no debate or an uninformed debate."

Dr. John Dawson, head of the British Medical Association's scientific division, said: "I am impressed that there is a company with the good sense to realize that new technology has to be used inside an ethical framework.

John Wadham, legal officer at the National Council for Civil Liberties, said safeguards were needed to control the uses of the new technology.

He said that if babies could be tagged at birth, there might be pressure to keep the tags on so that social workers could keep track of children and see how they were being brought up.

RICHARD WOODMAN

LASERS CAN NOW BE MADE IN RP



Philippine-made lasers on display at the recently concluded 1990 DOST Technology Fair.

LASERS can now be made in the Philippines. Philippine-made lasers were exhibited to the public for the first time at the 1990 DOST Technology Fair held recently at the Philippine Trade Training Center. The staff of the National Institute of Physics (NIP), a UP Diliman special academic and research institute under the DOST system of national centers of excellence, displayed two laser systems and a physics experimental setup.

Raul Francisco Rono, a physics instructor and head of the laser project, explained that the lasers were of totally Philippine design and of 90 percent local materials including the power supply. Only the special infrared lenses and mirrors and special capacitors had to be imported.

His lasers apparatus consists of a specially-blown glass tube which was produced at the DOST's Industrial Technology Development Institute (ITDI) to NIP specifications. The tube is filled with a mixture of carbon dioxide, nitrogen and helium gases across which a high-voltage electric current is passed. The power supply must provide at least 13,000 volts to excite the nitrogen and carbon dioxide molecules in order for stimulated emission of radiation (the lasing effect) to occur.

Each carbon dioxide molecule (the lasing material) is temporarily raised to a high energy level by the voltage but then falls back to the lower energy level while simultaneously releasing a photo of light. If this photon hits another energized CO_2, it causes the molecule to release another photon of the same wavelenght and phase. This causes a cascade or chain reaction of released photons inside the tube.

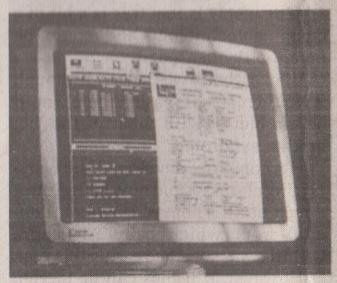
At both ends of the tube are a pair of parallel mirrors which are designed to reflect the light photons back and forth along the length of the tube. The mirror at the front end of the tube is partially transparent so that once a threshold energy is exceeded, the beam of light bursts forth from the laser. Because of the nature of the lasing process and the mirrors, the light in the laser beam is all of the same frequency (monochromatic) and the waves are all in phase (coherent). The beam is also undirectional (collimated) and thus does not lose much energy from a distance.

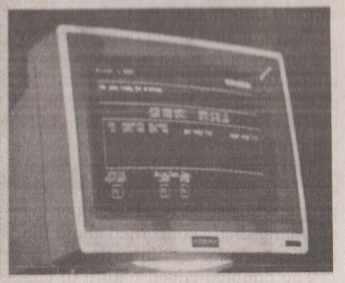
At present, the physics group is setting different combinations of gases and pressure to increase the efficiency and power of the beam. The CO_2 laser, which is the most efficient type of laser at 10 percent efficiency, produces light in the infared part of the spectrum so that the beam itself is invisible. However, this beam has high power which can be used for medical surgery, pattern cutting on wood and plastics, and non-destructive testing of metal parts. A higher-powered beam can be used to weld metal parts or vaporize small samples for analysis.

The NIP's current laser has an output power of 40 watts but they plan to develop a commercially-viable 100-watt laser with funding from the Philippine Council for Advanced Science and Technology Research and Development (PCASTRD). They also plan to standardize the laser components and make it more portable and sturdy since their experimental setup is still somewhat fragile. The power supply, which they had to develop, is also made entirely of local materials and they may be able to commercialize its design as well.

S.C. ALOJIPAN

WHAT THE MAJOR COMPANIES DO BEST





APPLE

THE pioneer personal computer company remains strongest in the education market. In kindergarten through 12th grade and in the home market, the Apple II is strongest, while among university users, the Macintosh does best. Though not a major force among Fortune 1000 companies, Apple's Macintosh SE and II continue to gain supporters in business because of their ease of use and graphics capabilities. In fact, the Macintosh with Apple's Laser Writer printer was largely responsible for the rapid recent growth of desktop publishing. The Mac is still the dominant computer for desktop publishing, despite an influx of IBM PC-compatible products.

Apple distributes products through its dealer channel, via direct sales, and in cooperation with a small but effective group of VARs. System integrators also sell modest numbers of Apple computers to the government. Apple supplies servicing through authorized dealers.

AT & T

THOUGH it's a major supplier of personal computers, AT&T has not become the powerhouse in that area that its competitors once feared. To date, it hasn't been able to acquire the marketing skills necessary to advance its personal computer efforts, perhaps because marketing savvy wasn't needed during AT&T's years as a regulated phone company. After losing on the order of a billion dollars a year for several years, AT&T has handed design, development, and manufacturing of its personal computers to Olivetti Corp., in which it owns a share. For any other company, such losses would spell doom, but AT&T's lucrative long-distance telephone business has kept the company well in the black despite the unprofitable personal computer business.

The company has not addressed the home or education market aggressively, maintaining instead some presence in the small-business and Fortune 1000 markets, and even more so in the engineering and scientific areas (though not as much as Sun, Apollo, or IBM with its RT). AT&T personal computers aren't marketed primarily as stand-alone machines, but rather as part of a data networking system that features four other levels of products, including the nationwide networking of voice-and data-oriented equipment. AT&T's intention with this systems approach is to provide an overall solution for business customers' information-handling needs.

AT&T sells its computer products via direct marketing to large businesses and through non-AT&T-owned retail outlet and VARs to small- and medium-size businesses. For small businesses, VARs can couple specialized vertical software with AT&T's networking expertise to create a setup on as small a scale as one processor connecting several terminals. For larger companies, AT&T can make the system as large as necessary.

COMPAQ

COMPAQ has not made any serious attempt to sell computers to users in the home, education, or small-business areas because it has been so successful with Fortune 1000 companies. It has acquired a reputation of outdoing even IBM in terms of product reliability and customer support – prime factors for corporate buyers. With the introduction of the Compaq 386 last September, the company has begun to take more interest in scientific users.

Since the introduction of IBM's PS/2 line, Compaq has taken the position of supporting the existing XT/AT standard, stepping for the first time into a position different from IBM. At the same time, Compaq officials admitted that if the market demands IBM's Micro Channel architecture, Compaq will find a way to provide it.

Compaq has only one form of distribution: 3,000 independent dealers worldwide. The excellent relations Compaq maintains with its dealers base accounts for the strong backing they are able to give its products. Compaq dealers have a reputation for providing business customers individualized, customized treatment, and a ready supply of products when users Need them not 30 to 60 days later (a hazard that sometimes occurs with direct sales to corporations). Compaq maintains a clear picture of users' preferences by maintaining close contact with its dealers, who pass along customers' requests to the company.

IBM

THE real heavyweight in the computer arena, of course, is IBM, a company whose presence in the personal computer market place is so much stronger than anyone else's that IBM has defined the standards for the entire industry. Although XT/AT architecture is an accepted standard that has gone beyond IBM's immediate control, no other company has the combination of financial resources, technological expertise, and positive reputation to have extended this standard as IBM has done with its PS/2 line. IBM's great strength is as a mainframe supplier with a loyal following among corporate managers and date processing professionals. Thus an important feature of the PS/2 line is its ability to work within a larger group of computer systems. In fact, one of IBM's prime concerns was to fit PS/2 into its larger picture.

IBM has not actively pursued home users since the failure of its PCjr, and is not at is strongest among educational institutions. IBM gained some presence in the scientific community with the RT, and has strengthened its following among small-business users, but it aims mainly for Fortune 1000 companies. IBM employs advanced but proven technology in its products, charging above-average prices (though pricing of the PS/2 computers is more competitive). IBM personal computers undergo rigorous testing and are supported with an excellent customer service program.

LEADING EDGE

WHEN Leading Edge became embroiled in a dispute with Mitsubishi, its supplier, some observers expected the worst for the high-flying maker of IBM PC clones. Instead, Leading Edge acquired the 8088-based Model D two years ago from Korean manufacturer Daewoo. As with its predecessor, the Model M, sales of the Model D took off. Not only is the system inexpensive, but it comes fully configured, including everything from DOS to Leading Edge's own word processing software to a video card and monitor. And it includes a higher than average 15-month warranty.

ZENITH

ZENITH has in recent years attempted to cover almost every personal computer market that exists, although it remains most successful in selling to the federal government, particularly the military. It may, in fact, be the number one personal computer supplier to the government, due in part to its being a domestic company. It has also fared well in the small- and large-business market, particularly with its laptops. In fact, the screen on Zenith's laptop is widely regarded as the most readable one now available

Zenith's sales groups consist of the Zenith Data Systems commercial channel (it is responsible for sales throughout both the United States and Canada), a government sales force, and a European operation. The commercial channel includes independent dealers – but not major chains – and, within the Northeast, distribution of its laptop computer through the ComputerLand and Computer Factory chains. Zenith also has a national account group of direct salespeople and dealer organizations targeting the Fortune 1000. The company also does well selling to educational groups.

Now that Zenith offers eveything from a 386 system to the recently introduced Eazy PC, which it intends for college, secretarial, and home office users, the company has clearly moved beyond its reputation as a niche supplier to the government. ■

Guiding Light for Hong Kong on Environmental Awareness

HONGKONG people are environmentally orientated, according to naturalist Mr. Stan Butler.

"People here – at least the ones I have talked to – are very responsive when it comes to environmental issues," he said.

And the American naturalist is counting on Hongkong in more ways than one. As part of international environmental and wildlife protection organization Earthtrust, which is based in Hawaii, and project manager of the internationally recognized "Save the Whales" campaign, Mr. Butler is hoping his organization will become more involved with environmental issues in Hongkong.

"This really is the central point of Asia and Hongkong has plenty of resources. At the very least, the territory will serve as a support base but, more importantly, whatever goes on internationally will have an impact here."

Drift-netting is among Mr. Butler's most passionate causes: more than 48,000 kilometers of the fine, monofilament net are spun out into the Pacific every day. Mr. Butler describes the nets as "walls of death".

"They trap everything that lives on or in the seas and are insidious tools that have wiped out sea birds, great whales, turtles, seals, dolphins, and whole schools of fish.

"The Ministry of Agriculture and Fisheries in New Zealand has banned drift-net fishing and has called for a worldwide ban. Unless that happens, there will be virtually no tuna population within the next 10 years."

For all the improvements made in the treatment of endangered species in the West, Mr. Butler said Asia still lagged behind.

"Here, it is often very much a question of business first. There is a different attitude towards these animals. In the US, 20 years ago, whales and dolphins were called "big fish". In Japan today, they are still referred to as either sea pigs or sea cows, and dolphins and porpoises are regularly killed and processed. That is an indication of the level of ignorance."

Taiwan was pinpointed as the first of Earthtrust's Asian endeavours. A long-standing Taiwanese practice in which fishing communities herd whales and dolphins into a small bay and then brutally kill them was gradually slowed down. Many of the mammals were released to their natural habitat.

"People in the part of the world have to view animals – and their place in nature – differently. Only then will there be progress," he said.



"The saddest part is that these creatures are among the most intelligent on earth. They know what man is doing to them."

Mr. Butler cited a number of recorded incidences of dolphins rescuing people in times of danger, and he has also had dolphins swim to his aid.

"We set up the operation in Taiwan because the Taiwanese fishermen were seeing dolphins as creatures eating their fish and viewed them as their competition. They have thought that way for 200 years. So we sent a rescue team there earlier this year and rallied everyone together."

The response, he said, was overwhelming: business people, students, the media, and celebrities all helped lead the creatures into the open ocean and vowed that the slaughter would not happen again.

"We got lots of publicity and the government passed a marine mammal protection act that will effectively prevent that kind of slaughter being carried in the future. Once people are exposed to what wonderful creatures they are, then they become responsive."



Earthtrust is now looking at the feasibility of opening an office in Taipei which to spread out through Asia.

"We will start our groundwork there and work into Japan and Hongkong. That will give us a big enough foothold in Asia. I hope to be able to return to Hongkong every six or eight weeks. If we get the recognition and support here that we need, Hongkong could really become a base of support for us. We see lots of potential here. This is an international city, and a vital centre of economy and culture in Asia and a lot of valuable work can be done from here."

Asia, Mr. Butler conceded, was different. A rife black market trading in endangered species – particularly tigers – makes the region a prime target for the work of Earthtrust.

"Everything either comes through here or ends up here. But at the same time we don't want to diversify too much. The elephant and ivory issue is well lobbied so we don't see a real need to get directly involved in that direction."

The organization is also setting up a primate rehabilitation centre in Taiwan where pet monkeys that have become a little too unruly for most homes are rehabilitated and sent back to the wilds of Borneo.

"The most important thing is for everyone to be aware of the little things going on in their lives that affect the environment. There are small changes that almost everyone can implement to help make a difference."

Mr. Butler stressed the importance of recycling and conserving water, paper and energy. Most people, he said, deemed it too much of a hassle to become involve and often simply could not be bothered to save newspapers or turn down the air-conditioning.

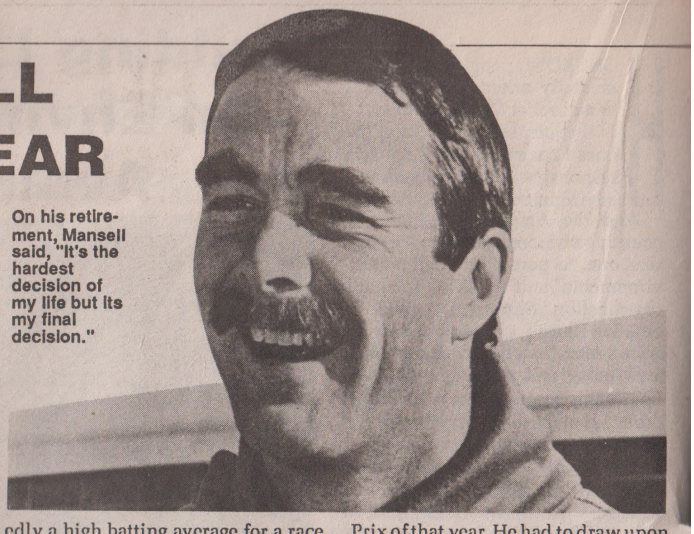
And Hongkong has more than its fair share of environmental problems.

"Here you have to address the issue of sewage treatment and the many industries dumping into rivers and the harbour."

And there is the constant problem of the decimation of rare and exotic animals for medicinal purposes or consumption.

"If we use tiger and rhinoceros parts at the current rate, the animals will not be around anymore and that will be a tragedy for all of us. If we start to lose species like that, then we ourselves will become endangered," he said. ■

BRITON MANSELL RETIRING THIS YEAR



On his retirement, Mansell said, "It's the hardest decision of my life but its my final decision."

NIGEL MANSELLS's determination is legendary. He broke his back in a racing accident and returned, against medical advice, to clinch a championship in the famous Formula Ford 1600 races. Altogether, he won 32 of 42 of these races he joined. Then he crushed a vertebra in his neck in another formula racing collision, smarted from it and came so close to realizing his dream of a lifetime – capturing the world driver's (Formula One) championship – in 1986 when he was beaten into second place by Marlboro's Alain Post of France. In 1987, he ruled the most number of races, six in all, but consistent-placer Nelson Piquet of Brazil went on to bag the overall championship at the end of the season. But that only fired up the Briton to try harder in the following seasons.

Now, 13 years since he first competed in motor racing on an income by an engineer doing menial, part-time work on the side, the sturdy Mansell said he is retiring at the end of the 1990 season. He made the announcement at the conclusion of the British Grand Prix in Silverstone, eight leg of the world championship series. while Prost, now his teammate on the Marlboro World Championship Team, was exulting in triumph. It was in the European Grand Prix that Mansell won an emotional first victory at Brands Hatch.

Over the next two seasons, Mansell became the driver to beat. In 1986 he won five Grand Prix and was only pipped for the title by Prost who won the final round of the season for Marlboro-McLaren and his second consecutive world championship.

Williams-Honda proved to be the fastest combination of the 1987 season and Mansell was first to zoom past the chequered flag on six occasions. Still, Williams teammate Picquet took the 1987 world crown with just three wins after Mansell damaged his back in a practice accident at Suzuka.

After a fruitless season in 1988 with a Judd-powered Williams, Mansell was signed by Ferrari just before Enzo Ferrari died in August. Despite the newness of the car's V12 engine and automatic gearbox, Mansell scored a memorable win in his first race for the prancing horse team in Brazil. A tremendous surge from 12th place on the grid brought Mansell another win in Hungary, a race he rated "Definitely the best drive of my career."

Mansell has been fully supportive of Ferrari's signing of triple world champion Prost for 1990. "We know we are in good shape for a crack at the world championship," Mansell said.

When he first began to compete in motor racing, Mansell was only able to race by supplementing his income as an engineer with menial jobs. During that year he took part in 42 Formula Ford races and won 32, decidedly a high batting average for a race neophyte that he was. He broke his back in a racing accident but returned, against doctor's wishes, to clinch a championship. Two years later, Mansell and his wife sold their house to pay for four Formula 3 drives. His car March was not the most competitive on the grid, but his efforts attracted the attention of the late Lotus boss Colin Chapman.

Just as he was about to be invited to test for Lotus, Mansell crushed a vertebra in his neck after an F3 collision with Marlboro WCT's Andrea Decesaris. "Don't worry, I'll be there," Mansell said when Chapman wondered whether or not the driver was fit enough to try the Lotus. In 1980 he was disappointed when the Lotus seat along with Mario Andretti went to Elio de Angelis, who was later killed. But the Briton was given a chance in a third Lotus in the Austraian Grand Prix of that year. He had to draw upon all his reserves to bear the pain of foot burns caused by a spillage while the tank was being filled.

Mansell was given a full-time drive the following year. He became a close friend of Chapman until the latter's death in December 1982. But he did not really get a truly competitive chassis until he was signed by Frank Williams to be the teammate of Keke Rosberg of Finland in 1985. Mansell goes through eight more of the world driver's championship series and after the last of these, the Australian Grand Prix on Nov. 4, he may yet find the transition from the din and noise of motor racing to the quiet and solitude of family life quite a sharp turn.

Said he: "It is the hardest decision of my life. Everyone thinks I'm crazy. But it's my final decision and I will not reconsider." ■

Deng Wedding Report Puzzles Close Friends

DENG Pufang, the crippled son of China's senior leader Deng Xiaoping, recently married, according to the *Hongkong Economic Times*.

The report said Mr. Deng had married an official from the Ministry of Civil Affairs, and the couple are now living together with their parents.

A China-watching magazine, *Open*, also reported the marriage in its June issue. According to the magazine, the bride is 39-year-old Gao Suning, daughter of a People's Liberation Army general.

The report said it was her third marriage.

The *Hongkong Economic Times* reported that Mr. Deng met his wife in the Ministry of Civil Affairs where they worked together.

However, associates of the Mr. Deng said yesterday they had not heard anything about the wedding.

Wang Qingsheng, director of the general office of the Ministry of Civil Affairs, said yesterday that he was unaware of the marriage between Mr. Deng and one of his ministry's officer.

Dong Limin, Mr. Deng's personal secretary said yesterday that he knew nothing about the marriage.

However, he said: "It is Mr. Deng's private life which I don't look after.

"I only arrange his working routine not his private life.

"I haven't come across the news that he has married."

Another senior executive of the China Disabled Persons Federation, a non-government organization established by Mr. Deng in 1984, also said that he was not aware of the marriage.

Mr. Deng, 46, was paralyzed when Red Guards pushed him out of a fourth-storey window at the Beijing University, where he was studying physics, during the Cultural Revolution.

In 1981, Mr. Deng underwent a complicated operation at a hospital in Ottawa, during which several steel bars were inserted into his body to support his movement.

Mr. Deng has since been in good spirit although he has felt ill from time to time, according to an official from the federation.

Mr. Deng Xiaoping, who is said to deeply regret what his son's has had to suffer because of his own political stand during the Cultural Revolution, reportedly pays special attention to his son's welfare.

Being the chairman of the Disabled People Federation , Mr. Deng junior is entitled to be treated as a vice-minister.

He also has a personal doctor, said a federation executive. ■

Photo from: 'Associated Press



Deng Pufang, son of Den Xiaoping, recently got himself a bride.

LIFE IS NO JOKE FOR MUSCLEMAN DOLPH



DOLPH Lundgren is the man who's got it all – except that he seems to have forgotten how to laugh.

He's rich and successful as an actor. He's intelligent and he's fit. And as far as looks are concerned, he admits: "I'm blond, fairly good looking and I have a good smile."

But the truth is that the smile tends to be kept under wraps - life is far too important for frivolity.

Lundgren's temperament is singleminded: when he started karate training he didn't rest until he became a black belt and international champion. When he decided to study chemical engineering he stayed with it until he passed his Master's degree.

Now he is involved with acting and his Scandinavian tenacity is fastened on becoming a major Hollywood name.

Lundgren is busy planning his career in stages. He accepts his magnificent 6ft 5incs physique started him off in the film business, with starring roles in Rocky IV and Masters Of The Universe, but he wants to move gradually away from the Mr. Macho profile.

"I was aware I got roles on my looks but I was going along with it because I wanted to keep working, make movies and develop a fan base," says the 30-year-old actor in a businesslike fashion.

"I think I have more to offer than the side of my personality that I used in my early picture, the physical side. I know it's commercial and people like to see it but for my own satisfaction and to provide a challenge I like to do other characters."

Step one of the master plan takes him to his latest film, Dark Angel, which was recently released. While it is still the familiar all-action thriller crammed with special effects, Lundgren no longer plays a two-dimensional muscleman.

It's no accident, of course, but part of his strategy: "It's up to you to plan your career so you can expand a little bit in each picture. Otherwise you are basically doing the same thing, it's just that the movies make more money. To me that's a boring approach because you don't grow as an actor at all."

Interestingly, the storyline features a giant alien drug runner - the sort of character Lundgren would have played himself a few years ago. Instead he portrays the vice cop who goes after this inter-galastic criminal.

"I have just finished a film in Israel, Cover-Up, in which I play a different sort of character, an American journalist. A guy goes to do a story in Israel and gets mixed up in a big CIA spy intrigue. He is an innocent bystander - he isn't an action man, he doesn't carry a gun. There's a relationship in there, the dialogue is more real."

"Before Cover-Up I took some time off last year and went to New York to work a little bit in acting workshops and then I felt I was ready for the film. I do physical things but it is not the major element, it's more a classic leading man role."

This methodical approach helped launch him as an actor in the first place. Around 8,000 actors were desperate to play Sylvester Stallone's Russian opponent in Rocky IV, but he was the one who managed to get the pat.

It took him six months - he was turned down at the auditions but sent his photograph to Stallone, who was eventually persuaded to cast him.

Lundgren shrugs at the suggestion that he was lucky: "If it hadn't been the part it would have been another film, I was determined to get in the business."

A former karate champion, he has just returned from a week in a Swedish summer camp where he was one of five martial arts instructors.

Karate took a back seat when he got involved in body building, but two years ago he took up the sport again.

"That was just something I did because I got involved with Rocky IV and Masters Of The Universe. I had to show a lot of body and I felt I wanted to look as good as possible."

Lundgren's face is as beautiful as his body, but it rarely displays any emotion. He does come close to sounding animated, however, when he talks about his next film, Warrant.

The reason for this excitement - it almost warrants a smile - is that he will be co-producing, which gives him a greater say in the end product.

"I guess I'm a control freak," he concedes. "But if I'm the star it's my name over the titles and my career at stake so I like to have some influence."

MARTINA DEVLIN

LAMBADA LOSES APPEAL AS BEAT GOES ON



The Kaoma, the French/ Brazilian band which started the lambada craze.

SENSATIONAL, bizarre and downright erotic, the lambada has proved to be this year's biggest musical phenomenon. Everyone from advertisers to Canto-pop artists has leapt on the bandwagon, usurping its infectious rhythms and delightful beats. But having said that, the lambada has managed to score a remarkable victory.

Credit must go to Kaoma, the French/Brazilian band which started the lambada craze rolling.

The group's first video, which starts this collection, shocked, stunned and amused viewers as members of the group ground and gyrated to the sensuous beat, putting to shame the likes of John Travolta and Patrick Swayze.

But for those who have not mastered the art of lambada, do not fret, because this compilation includes an introductory course on how to produce both the fancy footwork and the sensuous body movements.

Easy to follow and a delight to watch, viewers will find out that the lambada is not only suitable for two people but possible for four or more.

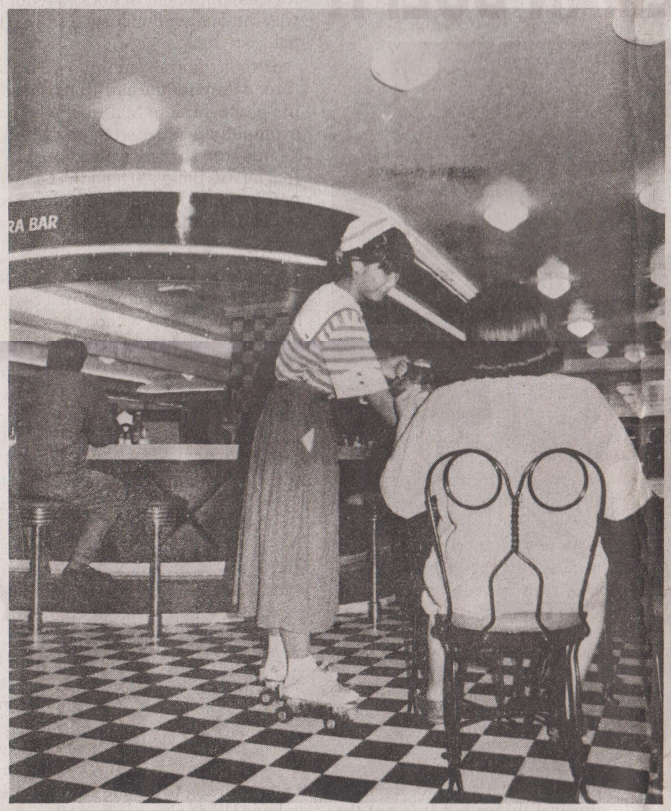
Lambada fans expecting to see more pumping and grinding will be sorely disappointed with the rest of this collection.

A hotch potch of home videos are featured with songs with far from imaginative titles like *Lambada Reggae* and *Lambada Caribe*, with Kaoma either dancing and performing on a boat or at a concert.

But there is simply not enough variety. For more than 30 minutes we get to see only tanned bodies dancing against the Paris skyline. At times, it is more like the poor *karaoke* videos being produced in Hong Kong.

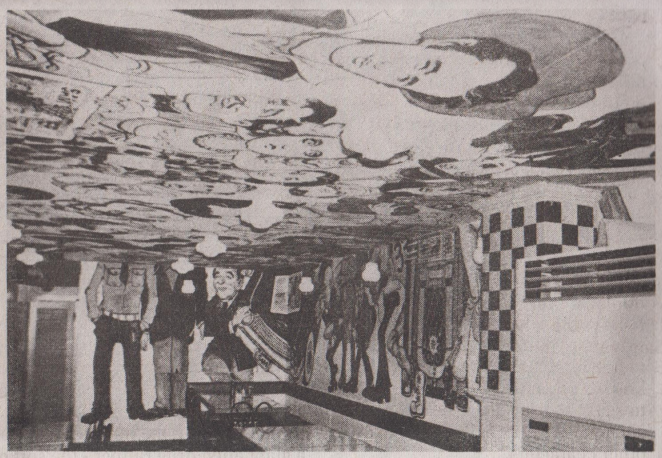
Ultimately, *Lambada* is an awful and hurriedly produced collection which finds the group and its record company trying to milk as much from the craze as possible. ■

STEP BACK INTO THE 50'S



Glass divider separates the bar from the main function hall (right). Caricature of famous Hollywood personalities adorn the diner's walls and ceiling (below).





Attendants in sailor uniform with matching cap and roller skates are famous for their brisk and efficient service (above) The cashier's cage is designed to look like a ticket booth (right).



HAVE you ever gone inside a theatre whose architecture is influenced by the 50's? One that resemble theatres abroad with lights, sounds and marquees of your favorite movie classics?

A different world with a different mood awaits you at Sam's Diners. If you want to take a sentimental trip to the decades of the 50's and the 60's when moviegoing was a real happening and when songs were more meaningful and had the ability to lift up one's spirit, you should visit the place. The diner's architecture and motif are accurate interpretation of the cinemas of bygone days but which still exists in Manhattan or London.

The eye-catching exterior motif shows a 1959 Cadillac El Dorado Convertible half-penetrating a steaming coffee cup. The interior is brightly-lit with pink, white and blue lights, as if announcing the showing of a good movie. Marquees of Irving Berlin's Blue Skies, Casablanca, Giant, Gone with the Wind, Gilda and other movie greats adorn the front lobby.

Architect Leah de la Rosa saw to it that the antique touch that could really capture the different sight, sounds, color and mood of the era be preserved. She studied and executed the spacing between seats in such a way that private conversations will not be hampered by continuous music that for a moment diners would think emanates from a Wurlitzer Juke Box. Antique plantation ceiling fans provide additional comfort. Sturdy black *batibot* chairs are neatly arranged throughout the entire dining area.

While dining, one will experience brisk service of lady attendants clad in red-white-blue sailor uniform with matching cap and roller skates. Discs of vintage music of Jerry Vale, Frank Sinatra, Elvis Presley, Platters, Roy Hamilton, etc. grace the wall of the orchestra Bar. The cashier's cage is

designed like a ticket booth. The orchestra bar, balcony bar and lounge are adjacent to each other for speedier service.

Food is another much-talked about item which would have made Sam Duvall happy had he lived to this day. The dishes offered are comparable to that of five-star hotels or restaurants. Two original chefs, Billy and Kuan who where invited to join the establishment trained the present chefs to duplicate if not improve on the Diner's style of cooking. To ensure round-the-clock service, the place has in its roster five cooks who work regularly on different shifts.

The now very popular diner ushered in a trend in Metro Manila when it opened its doors to the public on November 26, 1989. An enterprising corporation relived the dream of Sam Duvall, the culinary genius in the Officer's Mess of the U.S. Navy. As a steward aboard a vessel in the Pacific during World War II, he became sick and tired of the regular Navy menu. He delighted his superiors with home-made type of dishes that made his kitchen very popular in the Southwest Pacific Fleet.

He was transferred to Manila during liberation. At this time, he met a lovely Filipina named Anita. Sam had *savoir-faire* and his qualities made Anita feel for him. When love between the two was developed, Sam was ordered to return home with the Liberation Forces. Both said their farewells to one another with Sam promising Anita that he will return to marry her.

True to his promise, Sam returned to marry Anita. He was obsessed in putting up a diner in Manila, but Anita would rather stay in the United States than here. Sam didn't have any choice but to change his plans in mid-stream. The couple left for the United States where they opened a diner which later became famous for its warm ambiance and good meals at reasonable prices.

Intrigued by the legend of Sam Duvall's Diners, a group of businessmen obtained a franchise as a subsidiary to the Far East and initially planned to open a diner in Hongkong. They had problems in getting an ideal location in the Crown Colony, and this created delays in the business venture.

A company from Manila succeeded in obtaining a tie-up with the Hongkong subsidiary, and thus Sam's Diners in Manila became a reality, a fulfillment of Sam Duvall's dream half a century later.

BLESSIE Z. HIPOLITO

WINE & SPIRITS

BRANDY: TODAY'S GRANDEST SPIRIT



Though Spanish brandies have their distinct characteristics they share one thing in common, they all exude a warm taste with consistency of flavor.

IN 1605, Miguel de Cervantes had a runaway best-seller with his novel, *Don Quixote*. Equally epic was another Spanish accomplishment: the creation of distilled wine spirits nearly 700 years earlier, in the 10th century. These early spirits were the grandfather of today's grandest spirit--Brandy.

The Spanish have done a great deal for brandy since Cervantes' day. And today you can enjoy the finest Spain has to offer: Brandies de Jerez Solera Gran Reserva. Quite simply produced like no other brandy in the world.

Because, of course, the Spanish didn't stop with the discovery of brandy. They found that if oak aging casks were linked together, creating a pyramid of progressively older spirits, they could draw a little from each, blending young, sunny spirits with older, mellower ones. While Solera Gran Reservas are aged a minimum of 3 years, most average about 10-15 years, with some labels boasting 100-year-old spirits. So although each brandy has its own distinct flavor, ranging from rich to smooth, every one exudes a warm taste with a consistency of flavor only the world's "original" brandies can have.

To this day, Spain produces more brandy than any other European country. And Brandies de Jerez Solera Gran Reserva are their rarest spirits, with only 100,000 cases produced a year. So enjoy the oldest and most majestic brandies of Spain. Brandies with 1,000 years of history behind them. You could say Spain wrote the book on brandy. ■

CHAMPION BARTENDER

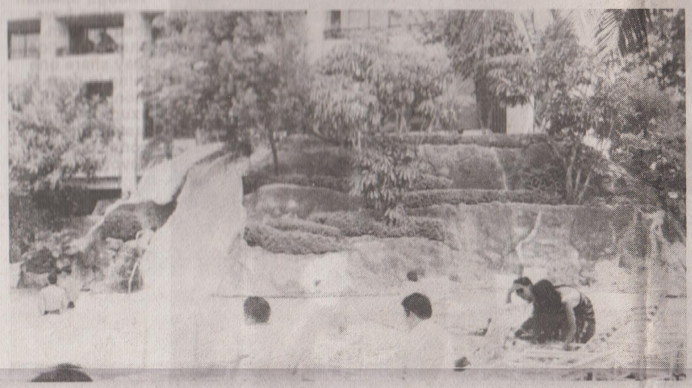
HOTEL Nikko Manila Garden's Intramuros bartender Cris Mariano, champion of the 1989 Chefs on Parade Bartending Competition, represented the country and participated in the Asia-Pacific Masters Bartenders contest. This was held in Bangkok, Thailand recently. Mariano won sixth place over 100 bartenders who competed from the Asia-Pacific region. The contest was sponsored by the Hotel and Restaurant Association of the Philippines.

Mariano concocts original Filipino cocktails using local ingredients like *lambanog* (coconut wine) and a variety of fruit juices with exotic names like "Maharlika," "Bituing Marikit," and "Mutya ng Pasig," at the Intramuros Bar, only *kundiman* bar in Metro Manila located at Hotel Nikko Manila Garden's southwing corridor ground floor. The place serves traditional Filipino appetizers like *crispy pata, chicharon bulaklak, ukoy* and others, at no cover charge. It is open from Mondays to Saturdays, entertainment start from 6:30 until 12:30 p.m. ■



1989 Chefs on Parade Bartending Champion Cris Mariano.

A Drink in the Pool





Treasure Island is not considered as one of the best poolside in Asia for nothing. For one the view is spectacular (left), the atmosphere is relaxing (above) and the staff is efficient (right).

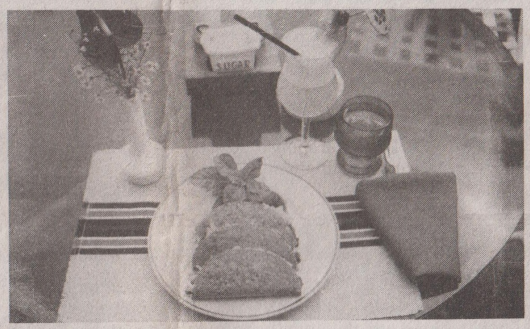


IT'S 8:00 in the morning and you feel like going to your favorite bar but of course you know fully well that all bars in town are closed at this time of the day. You need not despair for there's Treasure Island at the Westin Philippine Plaza which is a poolside bar that's open as early as 7:00 A.M. at the Westin Philippine Plaza which is close at 10:00 P.M.

Nothing could be more soothing and relaxing than a bar beside the bay and a manmade waterfall, under the swaying palms, and right in the middle of a body of water. The open space is a welcome change from the usual claustrophobics atmosphere of regular pubs and bars. Visitors who drop by the place in the mornings more often than not decide to go back in the afternoon or evening for more of the open bar's tropical ambiance.

The place has been described by many travel magazines as one of the best poolside bar in Asia. It boasts of coffee tables similar to those found in French cafeterias and a bar under a big pavillion serving local and imported wines.

The bar's exotic Pacc Supreme (right) is sure to tiltilate the taste bud.



What's unique about the poolside bar is its location, it is situated right in the middle of the lagoon-shaped swimming pool. To get there, you have to cross a bridge or you may even swim if you like.

There's more to Treasure Islands than pretty women in bathing suits (or men in trunks, if that's what you like). The array of food particularly appetizers and drinks to choose from are endless. Take for instance their halo-halo fantasy, ice cream cheese cake, and milkshake babe. For the exotic food lovers, the taco supreme, which comes in threes, is what the place's manager Aly Arnaldo recommends. Another interesting item on the menu is *Sizzling Beef* and *Chicken Satay with peanut sauce*. The right drinks to go with your delectable appetizers could be their *Chaperon's Quencher* and *Cariñoza*, two of their best concoctions.

At dusk is even a more relaxing experience. You may watch the sun set while listening to the string quartet blending harmoniously with the natural sound of the seawater splashing on the breakwaters and the cascading waterfalls. ■

Celebrating its 4th Year

DIE-HARD rock-'n'roll fans trooped to Bistro RJ-Makati despite last Sunday's heavy downpour to celebrate the fourth anniversary of Manila's solid bastion of R&R revival power The gig was highlighted by an exciting musical free-for-all participated in by the bistro's house bands, plus guest performances by the "Main Man' himself, Ramon "RJ" Jacinto, Music Making Company and the excellent Heart & Mind group which is the top attraction in RJ's other music bar, Rock Ma Jazz.

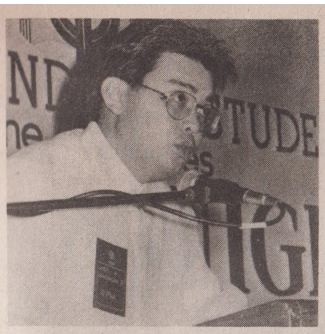
Announced during the affair was the popular choice for the Bistro's Best Band of the Year title. The coveted award went to the "Moonstrucks" headed by Toto Ealdama, lead guitarist Eddie Alkuino, drummer Rey Ortiz, baseman Frank Agbay, vocalist Bernie Recaza, second lead guitarist Boy Vidal and keyboard whiz Julian Obido, Jr. The Moonstrucks won over the other Bistro RJ house bands like Retro, Orioles, Man's Ego, Rockberry's, Dyna Souls and AC Band.

The open house anniversary party offered free welcome drinks from F.E. Zuellig. The bistro's memorabilia shop nearly sold out its stock as t-shirts, caps, tapes and other rock paraphernalia were offered at 20 percent discount.



Bistro RJ's Best Band of the Year "Moostrucks" band leader Toto Ealdama entertains the crowd.

Seen among the jampacked crowd were Brunei Charges d'Affairs Jonny Lee, Counselor Jahanghir Saadat of Bangladesh and Counselor John Arsu of the Malaysian Embassy. On hand to welcome them were RJ himself and his bistro manager, Payan Romero. ■



RFM President Jose Concepcion III delivering the opening remarks.

TOSP AWARDS CEREMONIES



The ten outstanding students of the Philippines with Archbishop Sin, Justice Cecilia Palma and Chief Justice Marcelo Fernan. From left are: Manvin Yang-ed; Amie Jacobe; Jeanette Cocabo; Robin Michael Velasco; Nestor Atillo; Brenda del Rosario; Estrella Lajom; Jose Romeo dela Cruz; Dante Bautista; and Manuel Francisco, S.J.

HIS Eminence Jaime Cardinal Sin and Chief Justice Marcelo B. Fernan were the guests of honor at the Awards Ceremonies for the Ten Outstanding Students of the Philippines (TOSP) held recently at the Rigodon Ballroom of the Manila Peninsula Hotel.

The 10 students honored were Amie I. Jacobe, Mindanao State University; Manuel V. Francisco, S.J., Ateneo de Manila University; Jeanette C. Cocabo, University of Santo Tomas; Robin Michael Velasco, Dela Salle University; Dante Bautista, Adamson University; Nestor Atillo, Cebu State College of Science and Technology; Estrella Lajom, Ateneo de Manila University; Brenda del Rosario, University of the Philippines; Jose Romeo de la Cruz Jr., Saint Louis University; and Marvin Yang-ed Baguio Colleges Foundation.

The awarding ceremonies was emceed by Atty. Ric Puno who was a TOSP awardee in 1965. Jose Concepcion III, president of RFM, who along with the Department of Education, Culture and Sports and the Rotary Club of Makati Central sponsored the program, gave a meaningful opening remarks.



His Eminence Jaime Cardinal Sin congratulates Robin Michael Velasco of DLSU while Chief Justice Marcelo Fernan and Trade & Industry Secretary Jose Concepcion look on.

BROADWAY AT THE MET



MET friends who attended thepremiereniight are from left: Canadian Ambassador Andre Simard; DARE President Fr. George Loiselle, MET Chairman Antonio de Joya; the late MET President Conchita Sunico; Japanese Ambassador Tsuneo Tanaka; US Ambassador Nicholas Platt; and Mrs. Tanaka with a friend.





"Flower Drum Song"female leads Pinky Marquez and Karlu Tan with Lina de Joya and Antonio de Joya (top). The cast: Tirso Cruz III, Dulce, Bimbo Cerrudo, Toby Alejar and Nomer Son with the late Conchita Sunico and Antonio de Joya (above).

RODGERS and Hammerstein's colorful broadway musicale "Flower Drum Song" which served as a curtain-raiser for the 1990 season of the Manila Metropolitan Theater ended its three-week run recently.

The broadway musicale which was directed by higly acclaimed director Behn Cervantes was topbilled by Pinky Marquez, Bimbo Cerrudo, Toby Alejar, Dulce, May Bayot, Karlu Tan, Alana Mas Soriano and Tirso Cruz III.

The late MET President Conchita Sunico and Chairman Antonio de Joya said that "Flower Drum Song marked the renewed determination and commitment of the MET to bring arts and culture to the common people."

Among the personalities who watched the play's premiere night, the proceeds of which benefits the Drug Abuse Research Foundation (DARE), were Ambassadors Nicholas Platt, Tsuneo Tanaka, Andre Simard, Patricio Rodriguez, Fouad Mohammad Hassan Faki, and Ruben Franco (CDA) and their wives of the US, Japan, Chile, Saudi Arabia, and Cuba respectively. Other guests were MET Trustee Jose Arboleda, "Miss Saigon" Casting Director Vincent Liff and Lucio Tan and his wife.

Choreography was provided by Veda Alonso and musical direction was by Alfredo Buenaventura.

Executive Corner



MFI SEMINAR. Atty. Eduardo Rondain, Director of the Philips Group of Companies (left) and Augusto de Leon, President of the Marina Properties Corporation (center) spoke on vital issues dealing with business community development during the semi-annual corporate assembly of the Meralco Foundation, Inc. (MFI). Also in photo is Enrico Manlapaz, Head of the MFI Management Services Group (right).



APPOINTMENT. U.S. Agency for International Development (USAID) has recently appointed SEA-BMB Consultants, Inc. (SEA-BMB) to administer its $2.5 million Development Training Project-Private Sector which will provide management and technical training to executives of small and medium scale companies. Shown formalizing the appointment are (left to right): Noel Ruiz, Contracts Negotiator; Dario Pagcaliwagan, Project Manager; S.D. Heishman, Contracting Officer; Bruno Cornelio, Chief, Private Enterprise Support Office, (all from USAID); Vincent C. Rodriguez, EVP and GM ; Lemuel Miravalles, Project Manager and Ernesto Calica, Operations Manager, (all from SEA-BMB).



ART CONTEST. Cesar Legaspi (in barong), 1990 National Artist awardee, and Eric Torres, chairman of the board of judges for Breaking Barriers III: The Dow Chemical 1990 National Art Contest for the Handicapped, cut the ribbon opening the exhibit of entries to the contest. They are assisted by Dow Chemical officials (from right) Mel Conti, human resources and public affairs manager; Lulu Osias, marketing communication manager; Jun Salipsip, country general sales manager; and Yollie Bangit.



AUSTRALIAN FESTIVAL. Senior Australian Trade Comissioner Geoffrey Gray confers with Via Mare Seafood Specialty Restaurant managing director Glenda R. Barreto (center) and Mila Abad of Philippine Airlines (right) during the recent "The Spirit of Australia," a grand festival of Australian food and wine held at Via Mare in Makati.



EBC-ILAYA BRANCH BLESSING. Equitable Banking Corporation inaugurated its Ilaya branch recently. Shown cutting the ceremonial ribbon is NBI Director Alfredo S. Lim. Looking on are (from left to right): Mrs. Beata Chuateco, Pres. George L. Go, Chairman Manuel Morales, Msgr. Pacifico Mendoza, Mrs. Merleen Tio and Senior Manager Carmelita Siao.



BIRTHDAY BASH. Cebu Plaza Hotel GM Silverio dela Cruz celebrated his birthday with a bash at Club 22 of Cebu Plaza. Joining him in the festive occasion are (from left to right): Jovencio Jimenez, Jr., CPH Marketing and Rooms Division Executive Assistant Manager; Ed Siady, CPH Purchasing Manager; Larry Andres, Alegre 'Beach Resort Resident Manager; Andreas Katzer, CPH Executive Chef; Aino Deutsch, CPH & B Executive Assistant Manager; the celebrant, Elvira Lising, CPH Banquet Assistant Manager; Rafael Alvarez, CPH Chief Engineer; and Martin Prezwodnik CPH Executive Sous Chef.

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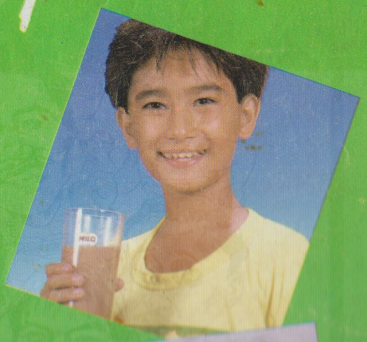



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