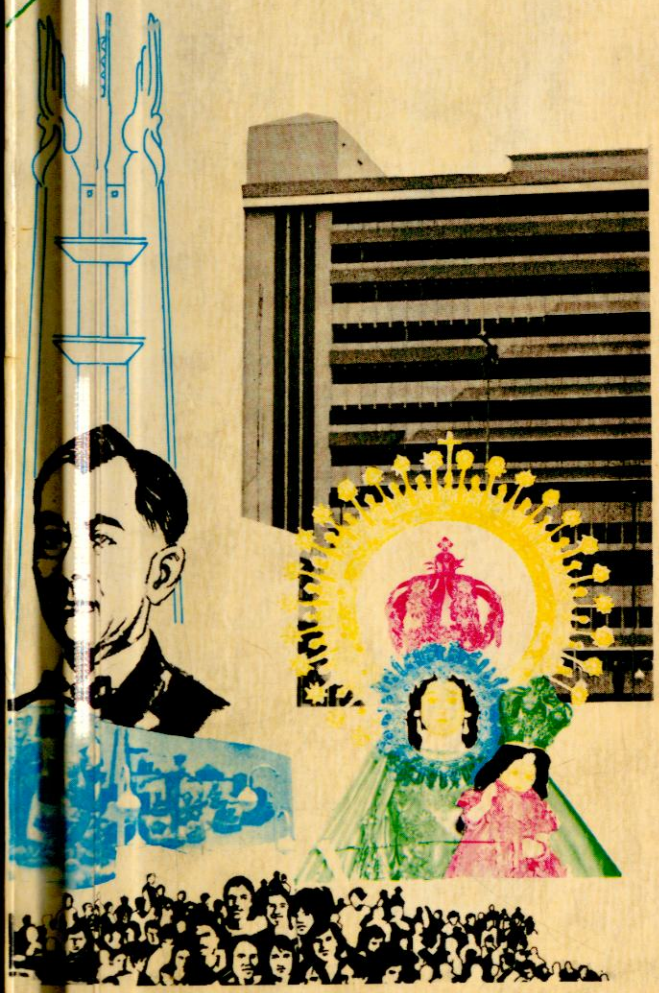
SMILE

QUEZON CITY

53rd Foundation Day



LA NAVAL FESTIVAL

CIVIC, CULTURAL & EDUCATIONAL ACTIVITIES

SPORTSFEST

OCTOBER 3-12, 1992

"Pagkakaisa kay Kristo sa tawag ni Maria."

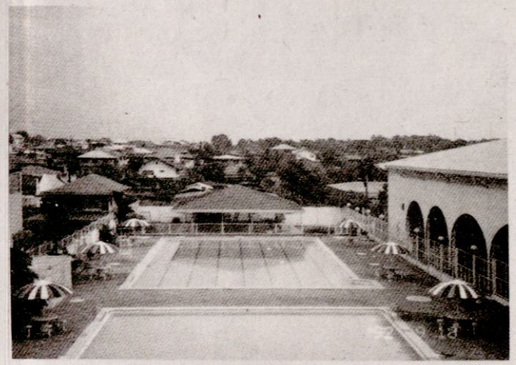
Monte de Piedad and Savings Bank
ESTABLISHED 1882
MANILA, PHILIPPINES

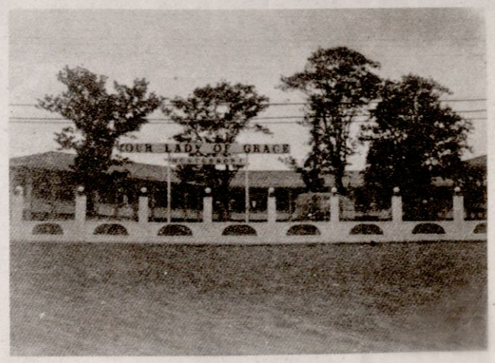
"Touching the lives of Filipinos for more than a century."

Head Office: *Monte de Pieded St., Cor. E. Rodriguez Avenue, Cubao, Quezon City*

Tel. Nos.: *722-9101 to 12*
722-7340, 721-7441 & 721-7442

Fax Nos.: *722-7340*









ONE OF THE PHILIPPINE'S BIGGEST & MOST MODERN FOR THE YOUNG

Our Lady of Grace Montessori

Don Mariano Marcos Avenue, Quezon City

PRE-SCHOOL ····· GRADE SCHOOL ····· HIGH SCHOOL

OUR LADY OF GRACE
M
IN GOD WE TRUST
MONTESSORI

- Computer instruction for all levels
- Audio-visual theater with the latest hardwares and softwares
- Steno-typing instruction
- Speech improvement
- Safe and spacious playground and gymnasium
- Spacious and comfortable classrooms each with CR
- Swimming Pool
- Well-selected teachers

TEL.NO. 97-27-02



LUNGSOD QUEZON
PHILIPPINES

Quezon City

53rd Foundation Anniversary

"Quezon City: Progress Through Solidarity and Cooperation"

"Lungsod Quezon: Pagkakaisa at Pagtutulungan tungo sa Kaunlaran"

Alay Kapwa sa Pinatubo



New Quezon City Mayor Ismael Mathay, Jr. takes his oath of office before Speaker Ramon Mitra.



QC Mayor Ismael Mathay, Jr. with urban poor of the city.



QC Mayor Ismael Mathay, Jr. and Vice Mayor Charito L. Planas at the inaugural session of the city council last July 24.



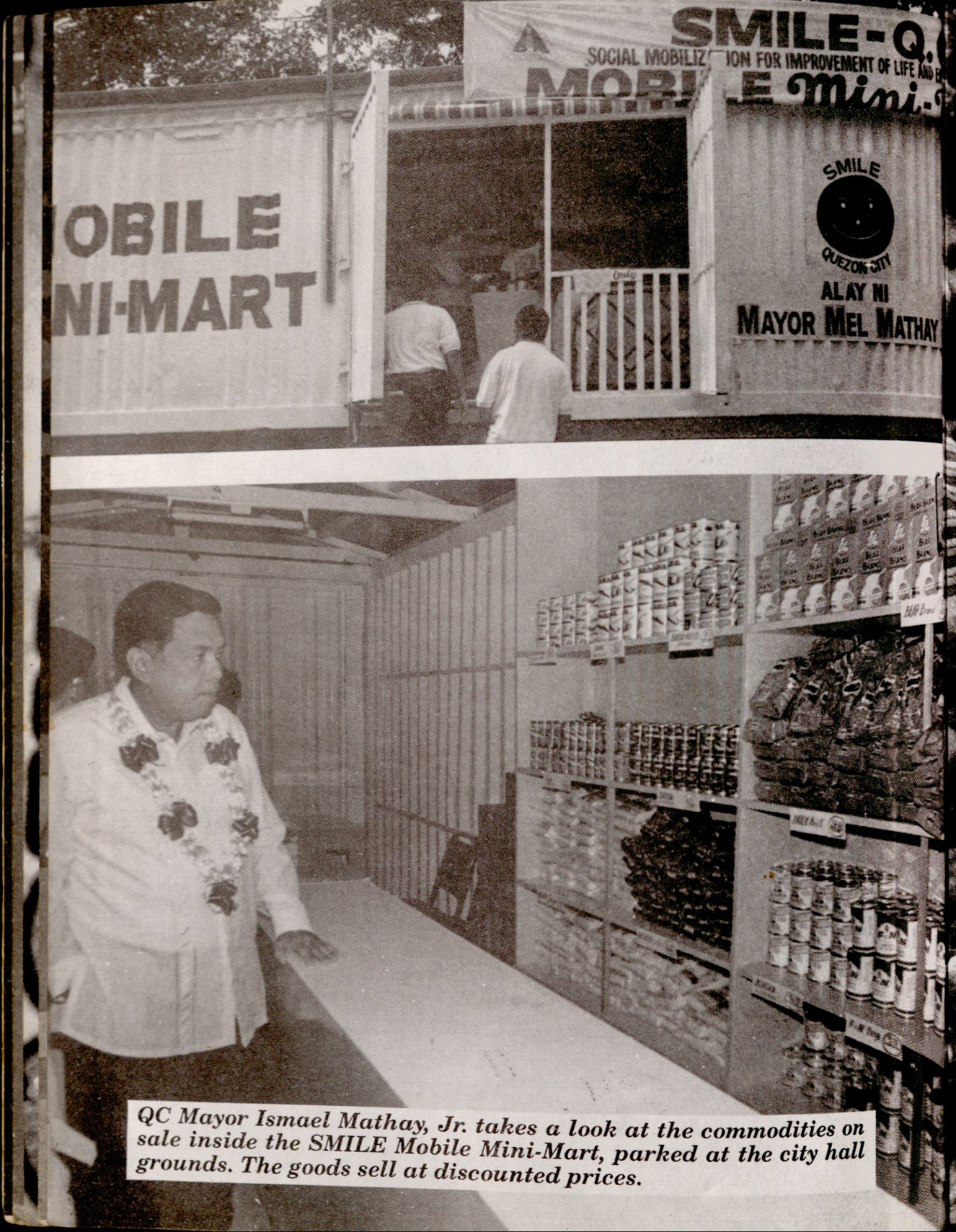
QC Mayor Ismael Mathay, Jr. discusses community problems with women residents of Barangay Batasan Hills.



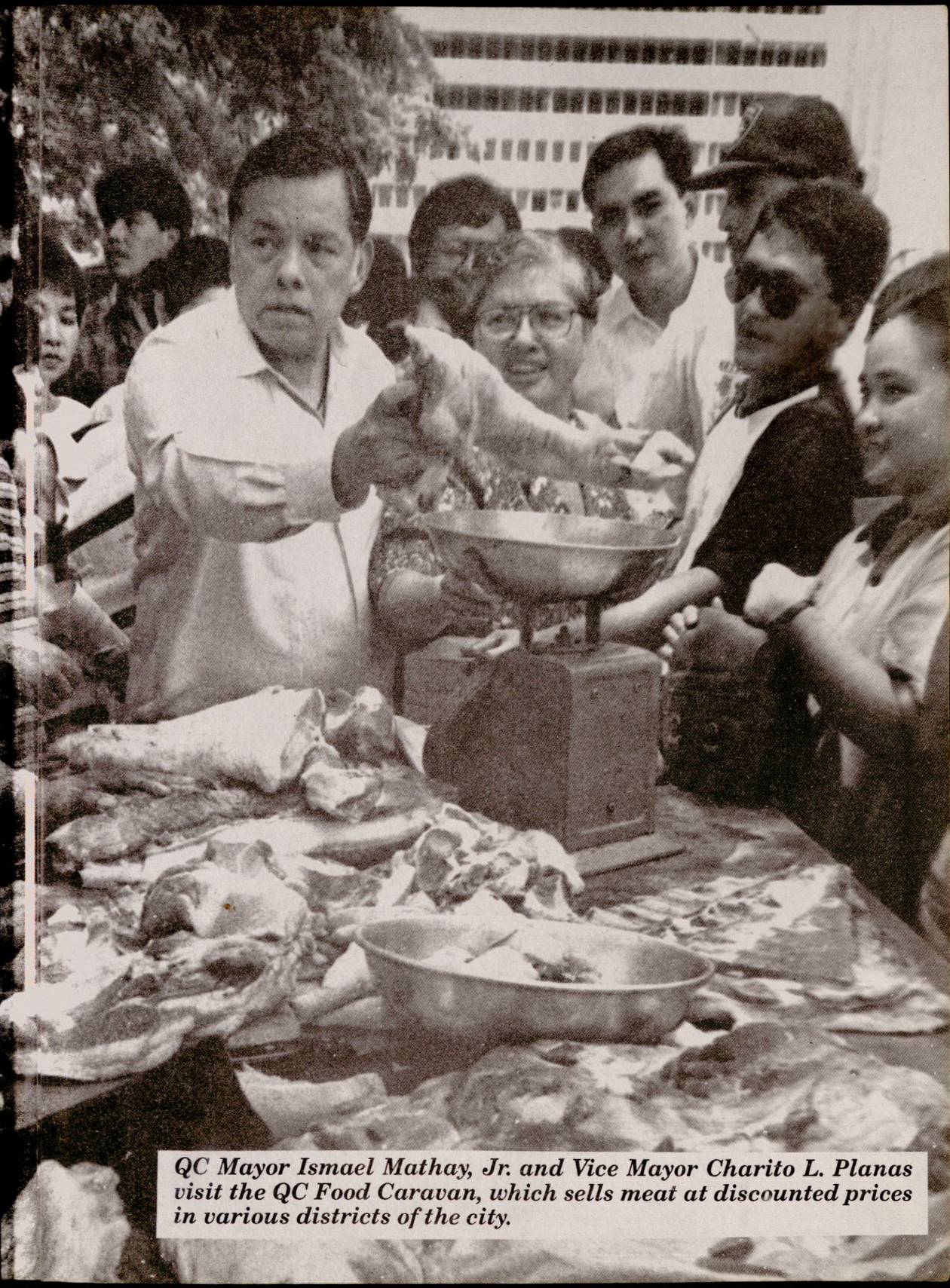
QC Mayor Ismael A. Mathay, Jr. visits the Ospital ng Kabataan and watches as a two-day-old child is given a footmark.



QC Mayor Ismael Mathay, Jr. visits Novaliches Market, together with Eddie Baldoria, Novaliches district coordinator, to check on the progress of the citywide cleanup campaign in the district.



QC Mayor Ismael Mathay, Jr. takes a look at the commodities on sale inside the SMILE Mobile Mini-Mart, parked at the city hall grounds. The goods sell at discounted prices.



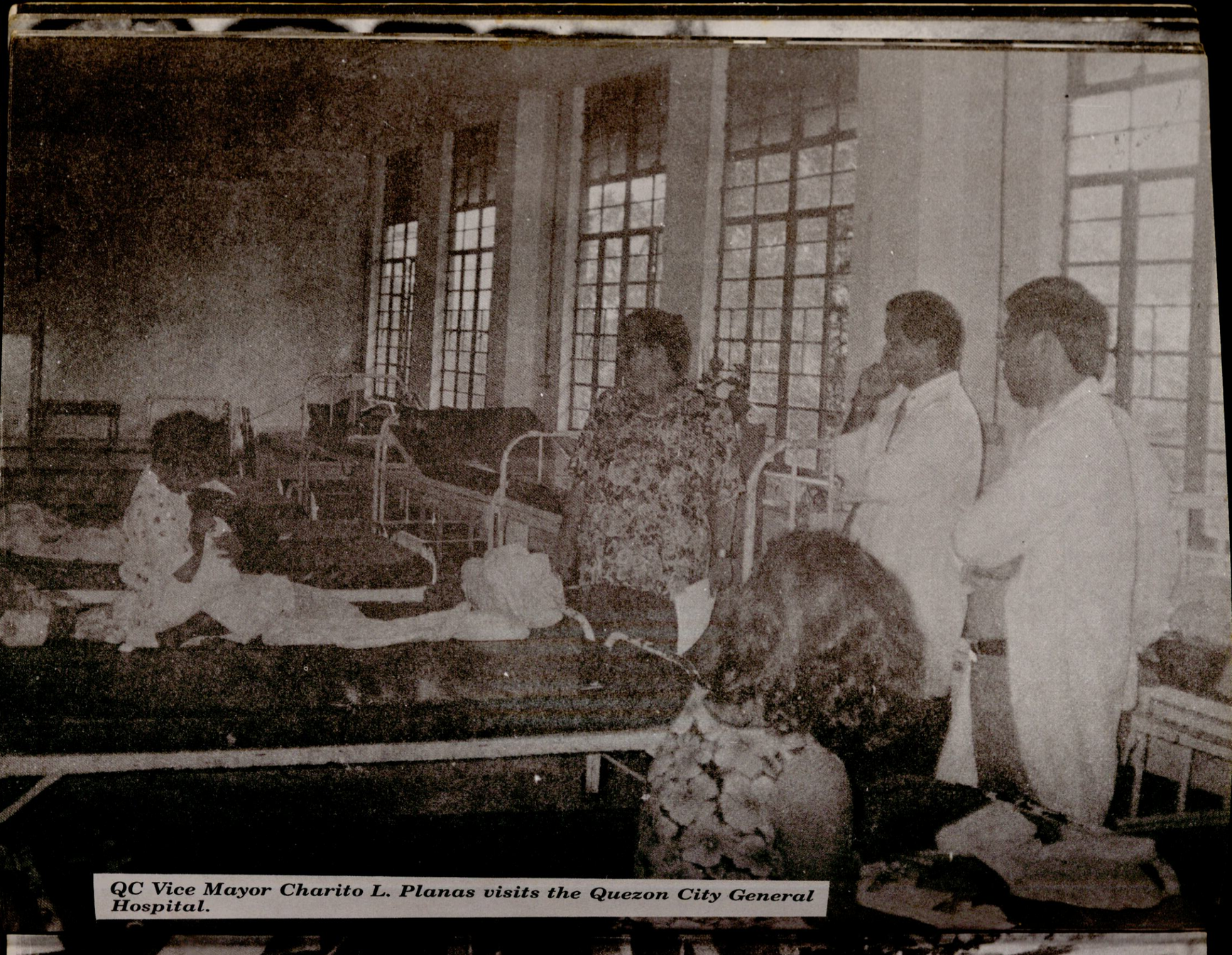
QC Mayor Ismael Mathay, Jr. and Vice Mayor Charito L. Planas visit the QC Food Caravan, which sells meat at discounted prices in various districts of the city.



QC Mayor Ismael Mathay accepts his appointment as co-chairman of the legal committee of the Metro Manila Authority. Next to him are Mayors Jejomar Binay and Ignacio Bunye of Makati and Muntinlupa.



Over a million people participated in Alay Lakad '92, an annual walkathon held last September 6 in Manila. Among those who joined were President Ramos, Vice President Joseph Estrada, QC Mayor Mel Mathay and QC Vice Mayor Charito L. Planas.



QC Vice Mayor Charito L. Planas visits the Quezon City General Hospital.



QC Vice Mayor Charito L. Planas and Dra. Josefina Rico of the National Meat Inspection Commission visit Balintawak Market to check on reports of "hot meat."

INAUGURAL SPEECH

Meeting the People's Mandate for Quezon City: The Imperatives Toward a Model City

By **ISMAEL A. MATHAY, JR.**
Mayor, Quezon City

(State of the City Address of QC Mayor Ismael A. Mathay, Jr. delivered at the inaugural session of the QC Council on July 23, 1992)

THE PEOPLE'S MANDATE

THE PEOPLE OF QUEzon City had spoken and gave their mandate last May 11. The mandate is clearly for change. They have expressed their hopeful expectations that their situation will be better under a new dispensation. We conveyed to them our own vision of what our City needs to be and in what direction it should move and how we can deliver on those expectations. We know and we understand their concerns, their needs, their problems and their yearnings for a better future for their families, for their children, and for their communities, and certainly for the City that they should deserve.

To keep faith with and to commit to the realization of such a mandate is indeed a daunting task — for me, for all of us, representatives of our people.

But the challenge is before us. It is a collective challenge for a governance that is effective, efficient and yet at the same time humane and congenial. We need to formulate policies that are responsive to people's expectations in the shortrun yet set the direction for sustained and strategic development of the city that will further enhance benefits in the long run. We need to carry out executive actions that are clearly product of results of beneficial impacts to the constituents. And the need to define for our people alternatives and opportunities that will enable them to help themselves be more productive, self-reliant and committed as citizens who will support and work for the city that they deserve.

This is what the people's mandate means to us – in the executive and legislative branches of the city's governance and administration. We need to work together to make good on the mandate. And with a lot of promise of the future for Quezon City and our people's support, we can do no less and we can not and shall not fail.

OUR VISION AND OUR MISSIONS FOR QUEZON CITY

What is our vision for Quezon City? It should certainly be in keeping with the vision of the founding fathers and of the great man for whom the city was named, Manuel Luis Quezon. It is the vision of a model city. A congenial community to live in, to work in. A beautiful city, in many respects. A city of opportunities for the hardworking, for the talented, for the enterprising and creative, for the young with ambitions, and for a committed citizenry eager to define a future of peace and progress for a city they can love and work for.



QC Mayor Ismael Mathay, Jr. announces the approval of a P600 supplemental allowance for all teaching and non-teaching personnel in all public schools of the city, in a speech at a tripartite conference at the Ponciano Bernardo Elementary School. With him are, from left, Education Secretary Armand Fabella, QC Administrator Manuel S. Alba and NCR director Nilo Rosas of the education department

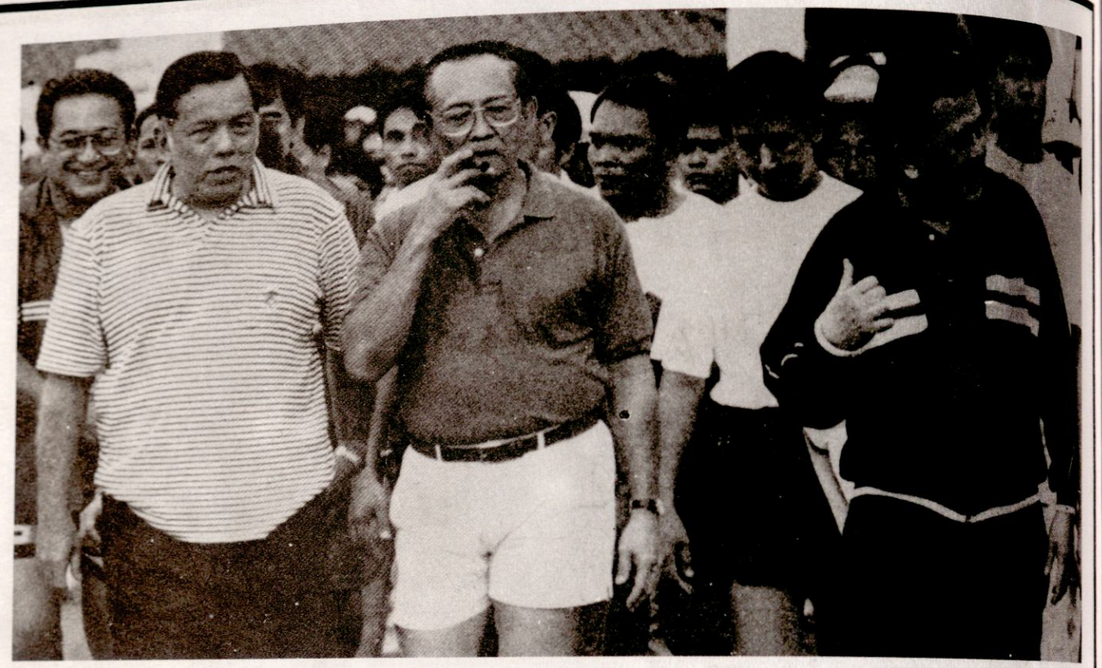
These are statements of vision, perhaps of poetic generalities, of unrealizable dreams, or even of fantasies. But we dare say, for Quezon City, we can come down from cloud nine vista to down-to-earth views, of practical and realistic scenarios of what our beloved city should be and should have. And for which we can draw up missions and objectives that are achievable – given the City's promise, its resources, its people and certainly its leadership and governance.

First, WE SHALL HAVE A CITY WHERE CIVIC ORDER RULES with a traffic system that works, a police force that keeps the peace and deserves the respect of the citizenry, lawful and law abiding citizenry, where communities work in harmony with each other and with their government, and where government itself enforces the law — justly and fairly.

Second, WE SHALL HAVE A CITY WHERE THERE IS EFFICIENT AND ADEQUATE PUBLIC SERVICE where the transport system is efficient and affordable, with the environment preserved and protected and sanitary, assured by programs to keep the city clean and healthful, with adequate supply of clean water, with adequate infrastructure facilities to protect, and shelter the citizens and facilitate work and productive activities, and institutions to train and educate, and facilities to treat the sick and the infirm.

Third, WE SHALL HAVE A CITY THAT PROVIDES AND SUSTAINS THE DELIVERY OF SOCIAL, MEDICAL AND EDUCATION SERVICES, particularly for the deserving sectors of the City's population. Specifically, there is need to have adequate classrooms, teachers, hospitals and clinics, medical supplies, and facilities. We need to provide for the undeserved groups improved nutrition, housing and shelter, and access to employment opportunities. We need to attend to the needs of youth, the elderly, the infirmed and the handicapped, and in general the burgeoning urban poor while evolving workable measures for managing the equating problem.

Fourth, WE SHALL HAVE A CITY THAT IMPLEMENTS A QUICK RESPONSE system for rendition of government and public assistance-for the injured, for the sick needing emergency help, for relief and rehabilitation during disasters and calamities, and for the victims of crime and violence. Futher, we



QC Mayor Mel Mathay, with President Ramos and Vice President Joseph Estrada, at Alay Lakad '93, a walkathon held to raise funds for victims of the Mt. Pinatubo eruptions.

shall make it easy and convenient for ordinary citizens who will come to city hall for licenses, permits, civic and administrative assistance, and for common services to be provided by their city government.

Fifth, THE CITY, GIVEN ITS STATE OF RELATIVE UNDERDEVELOPMENT COMPARED TO OTHERS IN METRO MANILA, AND GIVEN ITS RESOURCES, SHALL EXPLOIT ITS STILL UNLIMITED OPPORTUNITIES FOR ECONOMIC AND BUSINESS DEVELOPMENT. The City in the past developed into what was essentially a residential and civic institutional city. This is clearly not enough for a rapidly growing population, about 75 per cent of which are urban poor. Some business and economic development shall have to take place in the long run. The City must explore and implement entrepreneurial initiatives in commercial, industrial and service sectors. The opportunities are there, given the vast and still relatively undeveloped land resources, for commercial and industrial development. The north and the east triangles are examples. Such a development must be the basis of long term progress for Quezon City.

We will institute an efficient land use management system for the city and the copmlementary zoning systems for a much more orderly economic and business development, minimizing if not totally avoiding altogether the urban blights that have befallen other urban centers of the country.

Sixth, OUR CITY IS ALREADY THE VENUE OF ACADEMIC, INTELLECTUAL AND CULTURAL CITADELS AND INSTITUTIONS GIVING OUR CITY THE enviable reputation. We shall keep it that way and much more as we enhance its cultural and educational development. We are capable of a quantum achievement in our cultural development-in the arts, in music, in architecture and design and even in ethnic folkarts. Concerts, art exhibits, flower gardens and shows, conventions and meetings shall be an increasing fare in our cultural and intellectual milieu. We will work for facilities for such cultural fares – a convention center no less to provide the venue for these activities.

Seventh, OUR CITY SHALL HAVE THE IDEAL SETTING AND ACCOMMODATION FOR A CONVIVIAL LIVING AND PRODUCTIVE LIFE AND WORK FOR ALL SOCIO-ECONOMIC SECTORS. Our city has the fastest growth rate compared to other Metro Manila cities, of urban poor and specifically of squatter population, which by the latest estimate now number about 55 per cent of the city population. Perhaps, it is unwittingly the opportunities in the City that beckon such members of our population. Nevertheless, this sector of our population (the urban poor and squatters) need more focussed and specialized attention with respect to housing and shelter and certainly employment. We need some fasttrack programs to resolve this worsening situation.



The "Cry of Pugad Lawin," which marked the declaration of independence by the Katipunan of Andres Bonifacio, was commemorated last August 23 at Barangay Bahay Toro by QC Mayor Mel Mathay, Vice Mayor Charito L. Planas and other city officials.

Eighth, THE YOUTH, THE HOPE OF THE FATHERLAND, SHALL HAVE A SPECIAL CONSIDERATION IN OUR CITY. The young deserves a special attention in the economic, social and cultural development of the City. Our population is a young population, about 65 per cent is below 24 years old. This is a dependent sector as unemployment is high and the potential for juvenile criminality and drug addiction is great, given the high proportion of the urban poor among them. Social, economic and educational action programs need to be developed for them.

Ninth, FOR THE GOVERNANCE OF OUR CITY AND TO SUPPORT THE INITIATIVES IN ALL OF THE AREAS OF CONCERN ABOVE STATED, THERE SHALL BE INSTITUTED IN CITY ADMINISTRATION an efficient and effective financial and budgetary management. Essentially, this includes the adoption of measures to expand the revenue base, and to accelerate growth in revenues. At the same time, expenditures need to be rationalized to assure that priority programs to meet our objectives are adequately funded. The potential for growth in revenues is still great, given the achievement of the above mentioned objectives.

And tenth, LIKEWISE THE CITY SHALL HAVE AN IMPROVED ADMINISTRATIVE MANAGEMENT TO ACHIEVE OUR MISSIONS AND DELIVER THE ESSENTIAL CITY GOVERNMENT SERVICES. The City government's organizational and administrative structures shall be streamlined and its administrative operating systems made more efficient, the better for government to serve its constituents. The City administration has at the present time a bloated bureaucracy-slow and inefficient. Our interest in this respect is to upgrade the quality of both our rank and file and administrative staff-both in skills, competence and in the essential values and discipline.

These are the features of our vision for our City, and our mission and goals to be achieved to have a City that works, a city we deserve. Indeed, these are formidable, and sounding unachievable. Bbbut given the City's potential — its resources and room for expansion, the challenge needs to be met. Effective governance, improved management, and the support of the citizenry will make these, our missions and goals more achievable-some in the first 100 days, but surely during our term, and beyond.

THE STATE OF THE CITY

GIVEN NOW THE CHALLENGE OF THE people's mandate and the commitment to our missions, goals and objectives, let us see what needs to be done and what can be done. What problems need to be specifically dealt with and what is the magnitude and extent of such problems? Who and where are our

clienteles and beneficiaries? What resources can we avail of and need to be managed? What institutional and administrative instruments do we have to carry out our programs. And what guiding policies should be adopt?

Allow me now to convey to this Honorable Council, the sense and the state of City by citing some general indicators and baseline information. We will in due time circulate to the Honorable Council Members details and specifications of these in support of the Plans and Programs that the City Administration will be submitting to the Council for consideration.

A. The Demographics of the City. The following are key demographic indicators that will convey problem situations.

1. Quezon City has one of the fastest growing population rates among Metro Manila Cities, at 3.5% compared to Manila, Makati, Pasay, Kalookan and Mandaluyong, at 1.5 %. This growth rate is higher than the national average. The 1991 official population figure is 1.728 million with a density of 172.28 per hectare.
2. Age group below 24 years old is 65% of total, 22.6% of whom are below 15 years. Of these, 245,027 are in the depressed areas, of which only 58% are employed.
3. More than 40% of household population fall below the official NEDA poverty line of P4,644 month, with majority of the families earning less than the average city income. As to source of income, 69% of families derive income from wages and salaries and only 9.72% earn from entrepreneurial activities. The rest receive pensions and the like.
4. There are 106,175 squatter families out of 301,283 or aproximately slightly more than one-third. However, average family size for squatters is higher, making for a higher proportion of squatter population to total close to 55%, an enormous number by any standard.
5. There are 140 barangays, 90 of which are identified as depressed or semi-depressed, accounting for 66.4% of the total number of barangays.

These demographic capsule indicators show the magnitude of the social and economic problems that the city must contend with, given this population profile. Implication is for enormous demand for educational and health facilities, in addition to demand for housing and shelter, as well as for employment. In addition, given this character, the great prospect for higher incidence of drug addiction and criminality is there, among others.



New graduates of a law enforcement course of the Central Police District (Quezon City) are congratulated by QC Mayor Mel Mathay.



The swollen Dario Creek in Barangay Tatalon, which has become a dumping site for garbage, is viewed by QC Mayor Mel Mathay.

LAND USE AND GEOGRAPHIC PROFILE

The City has 15,359 hectares, of which, 76.5% (11,750) are considered developed. 72% of the area is residential, 7% commercial, 10.6% industrial, 4% institutional, and only .06% parks and open spaces.

Quezon City will continue to grow more rapidly as a residential city due to the following factors: it is host to the country's top colleges and universities; it is host to a large number of government offices as well as the legislature; and the relative prices of real estate are still much lower than in other cities. Quezon City, for instance, was granted 36% of all permits for residential condominiums, and 32% of permits for townhouses in 1991.

Still, there are 90 depressed barangays in Quezon City with some 106,000 families affected and 76,000 structures.

Housing and shelter, and employment, become major concerns of the City administration given the significant proportion of the urban poor and squatter population in the City.

ECONOMIC PROFILE

Yet Quezon City possesses attributes that give it enormous economic development potential. These are 1) vast relatively underdeveloped areas; 2) the accessibility of the potential areas and their locations along main routes; 3) increasing residential population and a growing middle class; and 4) the relative low prices for real estate properties that should attract investors to the City. For example, large contiguous areas suitable for development are the North and East Triangles and the Diliman area whose potentials will be enhanced with further improvement of the EDSA and the eventual construction of inner and outer (to EDSA) circumferential roads (C3 and C5). Add the possibility of the second light rail transit system traversing through the City.

Given this potential for the City, its growth rate of only 2% expected for 1992, though higher compared to the national rate, is certainly low. And this derives basically from growth of population and expenditures, and not from economic (primarily industrial) development.

While about 70 firms of the top 1000 have headquarters offices in Quezon City, the majority of business enterprises in Quezon City are small and medium scale. Of these firms, 51.7% (26,718) are in general merchandise, 17% are contractors, 1.0% are eateries, real property dealings, 9.6% manufacturing 4.2% and others (financial institutions, amusement, travel, security), 7.4%. These ratios can be significantly improved to reflect a better mix of business development in the city — towards maximizing employment, and revenues for the city.

Unemployment and underemployment are high in the City (12% for the former and 21.3% for the lat-



Medicine was donated recently by Pascual Laboratories, Inc. to the Novaliches Health Center. Shown is Dolores Altamirano (right), a representative of Pascual Laboratories, handing a box of the medicine to Imelda Aurigue, a representative of city councilor Fresca Biglang-Awa. In center is Jaime Manalastas, a staffer of the QC Public Affairs and Information Services Office.

ter). Average family income is low and 40% of the families (higher than national) are below the poverty line of P4,600 income per annum per family.

OTHER SIGNIFICANT INDICATORS

WITH RESPECT TO SOCIAL service concerns, there is a high incidence of malnutrition in the city expectedly among the lower income classes affecting about 292,000 of the preschool children, 45% of whom suffer first degree malnutrition, expectedly, this is an incidence rate explained by high poverty rate in the city.

Upper respiratory diseases are the leading causes of morbidity while pneumonia and tuberculosis are leading causes of death — about 93 per 100,000 for pneumonia and 82 for tuberculosis. This could indicate a high degree of population in the city.

The City's educational system is significantly large. But the City's primary concern is with respect to the provision of elementary and secondary basic educational services. There are 168,909 elementary children, and 76,642 in the secondary. While the situation is improving, there are still significant shortages of classrooms and teachers — a bit worse than the other major cities in the Metro Manila area. One needs only visit the Payatas and the Commonwealth Elementary Schools (among the worst off) to realize, admittedly the dire situation of our basic educational situation in the City.

The crime situation in Quezon City is indicated by the 307.59 per 100,000 population crime rate, a figure that is much higher than the 246 per 100,000 for Metro Manila as a whole. Most of the crimes committed were those of theft and robbery, and an increasing number of offenders are juveniles and expectedly from the less privileged areas of the city. Yet, given the prospect for an increasing population particularly among the urban poor, and the limited facilities of the City and of the national government with respect to police and security, the crime situation could aggravate. The City has 2,208 members of the police force, and a ratio of 1 is to 782 people, again a ratio worse off than the ideal of 1:500. On this basis, there is need for an additional 1,246 policemen — who should be adequately equipped, trained and compensated. Partly because of an undermanned force and partly because of underequipment, there is inadequacies in law enforcement. There is therefore an urgent need to improve the response mechanism of the police force to incidence of crime and violence in the City.



QC Mayor Mel Mathay at Alay Lakad '92, together with Jun Ampongan, chief of the QC Urban Poor Affairs Office; Ed Baldoria, chief of the Novaliches District Center; Divina Paredes Japa, chief of the QC Public Affairs and Information Services Office; Gregorio Banacia, administrative/ finance officer of PAISO, and Leticia J. Cachero, media coordinator of PAISO.

There is no need to rattle off the dry statistics with respect to our transport and traffic situation. For those familiar with Commonwealth Avenue, EDSA and other main thoroughfares traversing through the city, and the daily occurrences on the road, the situation of our traffic system clearly needs some quantum improvement. Consider that the major avenues — Visayas, Mindanao, and Agham have incomplete portions because these are occupied by squatters. Consider that in Commonwealth Avenue, the daily jams are caused by illegal permanent structures on what should be the third lanes of the avenue. And consider that even in EDSA with all the flyovers, the gridlocks occur in front of the Farmers' Market — a simple case of traffic flow management. Then consider, that undisciplined drivers, commuters, and pedestrians aggravate the situation by gross discourtesy and midemeanors.

All these can be summed up by inadequacies in the three E's: enforcement, engineering and education. We need more competent traffic management (both in the central control and on the road). We need more road kilometrage, underpasses and fly-overs, pedestrian walkovers, additional lanes, passenger loading and unloading bays. And we need to educate and discipline the drivers, commuters and pedestrians.

Again, the grim reminders of uncollected garbage piles, particularly during the month of June, are more dramatic than cold statistics to tell us about the City's serious problem. There was an accumulation of about 7,200 metric tons of garbage, with a daily accumulated backlog of 1,500 adding to this. With the rainy season, flooding in many places in the City is increasingly caused by garbage clogging of canals and outlets. Thus, the new administration's immediate initiative was to implement OPLAN Clean UP Quezon City that has now reduced the problem significantly. The system has to be improved — in collection, in transport and disposal of garbage. Community action and participation is essential, and community education is imperative with respect to garbage and sanitation. Some initiatives in this respect shall be forthcoming.

ON GOVERNANCE AND ADMINISTRATION ON THE LOCAL GOVERNMENT CODE

Our assumption of the governance of the City is particularly made more significant by the fact that this year will be the first full year of the implementation of the Local Government Code (RA 7160). This adds serious complications to our task of installing our governance and administrative systems. We re in



FENCING is one of the sports being promoted by the city government. Shown are Edan Empainado of Barangay Laging Handa and Paul Chua of Barangay Roxas in the finals of the seniors event of a city fencing tournament held recently.

a sense in transition both with respect to a new City Administration, and with respect to the full implementation of the provisions of the Local Government Code. Your Honors are certainly well versed on the provisions of the Code and you are therefore sensitive to the problems of implementation of the codal provisions, this year and in the forthcoming years.

Add to this the fact that while the Oversight Committee had approved the implementing rules and regulations, these are not well circulated and not well known.

But perhaps, to help us appreciate the magnitude and character of these complications, allow me to highlight some of these.

A number of national functions are being devolved to the local governments, in our particular case, the City. Among these are the health and social services, tourism, natural resources and environment, and some fiscal functions. The complications revolve around the need to resolve the extent by which the local government units assume the personnel and budgets attendant to the functions being developed. For Quezon City for instance, the administration has already a well developed social services operations and organization. We could hardly absorb the personnel attendant to these. Or in the case of Metro Manila Authority, the localization, for instance, of garbage and sanitation functions require that the City absorb the 2,000 metro aides.

Among others, the Code provides for the creation of various councils and committees with executive and regulatory, as well as planning and development, functions. The setting up of these bodies and to effect and regularize their functions and activities would take some time. In the meantime, our current operations could be handicapped by the transition.

There are clearly signal advantages to devolution. Among these is the fact that the City will have relative fiscal autonomy. Its flexibility in evolving fiscal measures is greater in taxation and in borrowing, among others. Still, even in this matter, implementing rules and regulations need to be evolved together with the essential feasibility studies to implement programs and projects in this regard. Further, complication is to the effect that the barangays themselves are given taxation and regulatory powers over businesses, a situation that needs resolution with respect to detrimental duplication between the City itself and its component barangays that could make life uncomfortable for investors and existing economic enterprises.

ON THE FINANCIAL SITUATION OF THE CITY. As we intend to present before the Council shortly, the detailed plans and programs of our new administration, I therefore will not belabor the matter of the financial situation of the City with detailed numbers. Our review of the financial position of the City is still ongoing with special audits being now undertaken.



RAMON G. MATHAY, a councilor of the 4th district of Quezon City, urges the youth of the city to "get high" on sports, rather on drugs, in a speech at the opening rites of a goodwill game between the Fil-American Youth basketball team and a city barangay selection. The event was part of the city's sports development program.

But let me give some highlights of the situation hoping to dramatize the rather difficult position we are in – inheriting the administration of the City in the middle of the fiscal year. Of course, ours is not an isolated case, as you can very well appreciate also the situation of Mayor Alfredo Lim of Manila, in particular.

In the absence of certified and audited financial statements and records, our indicators are based on reports of our City Treasurer and City Accountant. The more reliable data will be reported shortly. These figures are as of June 30, 1992.

Firstly, the budget program sets out an appropriation level of P1,237,051,231 and backed up by estimated revenues of P1,234,375,000 or a funding shortfall of P3.5 million. However, the expected revenue shortfall is P70,225,197.67 or an estimated budget shortfall of about P73.7 million by December 31, 1992.

Secondly, the expenditures against appropriations have exceeded the 50% proportion (over 53%) leaving just 47% for the second half of the year, and given the expected uptake in expenditures, the situation tightens the finances for the second half. More disturbingly, the expenditure items of major offices are the ones with appropriations that are almost exhausted. Among these are: The Mayor's office (with just 16% balance). Special Development Projects 40%, the Vice-Mayor's Office, 23%, for the remaining six months of the fiscal year. The significance of these balance is that it is usually the Mayor's Office that initially funds new programs and projects. The situation means the Mayor's leeway and flexibility for instituting and implementing new programs and projects may be restricted.

Thirdly, the allocations of expenditures show disturbing proportions: 38% goes to personnel, 51% to maintenance and operating expenditures, and only 11% to capital expenditures. These are proportions that are reflective of poor prioritization and inefficiencies as personnel and maintenance, particularly the latter, are exceedingly high for the standards of government offices. A significant proportion of maintenance, particularly the latter, are exceedingly high for the standards of government offices. A significant proportion of maintenance expense goes to repairs and maintenance of office equipment and vehicles, and to office supplies. During the short period we have been here, we can clearly see areas for cutting down on operating expenses. At the rate the trend is going, maintenance expenditures will worsen (for instance as recovered vehicles and equipment from outgoing personnel are to be repaired.) There is hardly, any capital expenditures budget balance left, again incapacitating the new administration from launching new

development programs and projects particularly in the urgent priority areas of public service and garbage and sanitation.

Fourthly, while the cash position is comfortable, it is precarious given new commitments requiring out-of-pocket outlays. Personnel expenditures toward the end of the year is large given payments of bonuses and supplements. Plans for supplements to teachers and police compensations could be stymied by the precarious cash position. In addition, the cash balances include items that are not easily short-term convertible cash sources, such as the Ramawil Time Deposit. Our P50 million Treasury bills with the Land Bank of the Philippines could not be easily preterminated as it is a collateral to our loan from the LBP.

Revenue projections show slight increases, in real estate sources, but expenditures will rise faster. There are also payables such as amortization to the bank, accumulating charges such as for the unwithdrawn equipment in the Bureau of Customs, and contributions to the metro Manila Authority. One bright note is with respect to collectibles from the national government agencies totalling P372 million, and advances for infrastructures collectible from the Department of Public Works in the amount of P49 million. But these are not easy collectibles as such agencies are also financially in difficulties.

The City's financial picture: Not exactly bankrupt but precarious as to seriously limit the New Administration's initiatives with respect to priority programs, unless revenues rise dramatically and expenditures are cut significantly.

ON THE ADMINISTRATIVE OPERATIONS OF THE CITY

Our goal is to install an efficient and effective management structure and system in City Hall and in administrative operations, both in the Central Office and in the field. One of the most immediate realization that we accepted is the fact that the City's administrative bureaucracy is bloated, in terms of functions, structure and personnel. There is an excessive number of casuals and contractuals, about 5,600 in all, many of whom are unmonitored as to what exactly they are doing. A concrete example is the fact that there are about 980 casuals and contractuals under the supervision of the Department of Public Order and Safety. Some 450 of them are traffic aides. The rest need to be accounted for as to their actual responsibilities and duties.

There are many offices that are duplicative and overlapping in functions, particularly those dealing with public assistance and social services. There is lack of coordination as each office tends to have territorial imperative, unmindful of its linkages with other offices.

The field operations need to be reassessed as to their efficiency and effectiveness in the delivery of services. Space utilization of office premises is horribly bad, hindering efficient performance and communication. There is no central monitoring of activities and operations to keep the Mayor informed instantly and evaluate results and impact of activities quickly.

In brief, we can do much betttter administratively —deliver services more effectively and efficiently, preserve and secure our financial and physical assets wisely, and implement projects economically. Our people need a City Administration that they deserve.

This is the State of the City. A lot of problems. But indeed a lot of opportunities too. Therefore, a lot of challenge for us whom our people chose to manage our City for them, for all of us.

WHAT SHOULD AND CAN BE DONE: AN OUTLINE OF OUR PROGRAMS

GIVEN THEN OUR VISION, OUR MISSIONS, and the problems and opportunities for the City, these are what we propose to do:

Firstly, On Public Order and Safety. We shall work for strengthening the police force. Augment the number, deploy them efficiently and equip them well. We propose to revive the beat police patrols visible to the citizenry, in every critical section, if possible. Train them well and, most of all, pay them well. We are considering granting our policemen supplemental compensation.

For our traffic management system, an OPLAN is being prepared. This is a problem that needs coordination with the national agencies. But essentially, we will augment and strengthen the traffic aide personnel and coordinate with the Police, and also pay them well.

On the engineering aspect, we will press for more roads and traffic infrastructures — such as flyovers in the remaining thoroughfare intersections, including for instance, Tandang Sora and Commonwealth. Push for completion of major roads, such as the Commonwealth, Visayas, Araneta, Mindanao, Republic Avenue, among others, and clear them of squatters. Improve signaling systems and redesign the traffic flow pattern, perhaps including counterflows to some subdivision roads (where these can be arranged).

Secondly, on business and economic development of the City. The opportunities are there. The City has ample land resources to be developed. Investments have to be attracted to the City. We will push for the development of the North Triangle as a developmental Ayala and Ortigas. And so with the East Triangle and Diliman. Such development will raise tremendous revenues for the City, as land values increase and business transactions increase. Already, the Board of Investments has approved an industrial estate — perhaps for industrial development that produce high value products — electronics, garments, services, and light engineering, all employment intensive and nonpollutant. We need to move fast!

We will meet and dialogue with our business sector to explore with them ways and means to be of assistance to them in exchange for honesty and expediency in the payment of their taxes and licenses. This way we will minimize the predatory practices of the undesirable elements in City Hall that cause large leakages of revenues. We have been meeting with groups and chambers of the business sector. A major multi-sectoral consultative assembly will be conducted August 19, 1992 for this purpose.

Thirdly, on Public Services of the City. Expansion of the City's infrastructure programs to increase kilometrage of city roads, accelerate repairs of the damaged ones, and clearance of obstructions in many places —illegal structures, among others.

There are many flood prone areas in the city — therefore clearing and dredging canals, creeks, esteros and outlets shall be of immediate concern.

Areas unserved by basic services — water in particular, will be given priority. The city will expand its artesian wells programs, for instance.

Improved traffic management itself will accelerate transport services as elimination of traffic jams will allow increased turnarounds for buses and jeepneys increasing effective passenger capacity.

To achieve these, the City Engineer's office shall be streamlined for quick action and more coordinated operations, given that its structure right now results in decentralizeddd operations with many attendant problems. Among others, better coordination with national agencies will be effected in infrastructure construction and activities such as excavations.

Fourthly, on social services. As the City takes over from the national government these functions, we will have more leeway to take aggressive initiatives in delivering social services. We are of course pleased that there are actually a large number of social programs and projects and services that are ongoing serving the urban poor, the underserved. We need simply to expand on these, providing more funds. We shall improve the outreach particularly to depressed areas, working with many NGOs such as the Rotary Clubs and the women's groups. But most of all, we will improve on the quick response for relief and assistance during emergencies and calamities. Important too is to mobilize community and homeowners associations, and improve the capabilities and response system of our barangays.

We will rationalize the medical service system and structure of the City given that the City has two hospitals and several clinics. We will consider the possibility of working with the Department of Health with respect to the operations of the East Avenue Medical Center, the better for the City to effect a health and medical referral system and enhance and coordinate its medical service delivery programs.

We will field more mobile clinics or mobile hospitals and make their availabilities on scheduled regular basis particularly in depressed areas.

For the squatter population, in particular, which has become a very serious problem given that squatters now number 55% of the City's population, we will consider resettlements with housing and livelihood, while at the same time working to minimize the inflow to the City. Housing and Shelter development programs are now being developed, reviewed and formulated including the financing schemes for their implementation, among which is the issuance of Municipal bonds and expansion and more effective implementation the Community Mortgage Plan.

In education, we shall work with national government particularly in school building programs considering the serious lack of classrooms in the City. We recognize the magnificent work of our public school teachers, and we propose to provide supplements to their national compensations. We recall that City teachers used to get a cost of living allowance for the City in the amount of P650, funded from the Special Education Fund. This was abolished when the salary standardization was implemented. We propose to reinstitute such cost of living allowance for teachers.

While the City is already the seat of academic centers of excellence, it still does not have an institution to train technicians and skilled workers. We propose, in the longer term, the establishment of a Technician institute or Polytechnic in the city from the nucleus of our existing Skills Development Training Center.

We will explore into the possibility of Quezon City beijg the lead and model city in implementing the No-Drop-Out policy recommendation of the Congressional Education Commission (or EDCOM).

Fifthly, on public assistance. We will rationalize the organizational and administrative systems of many offices dealing with public assistance to effect better complementation and coordination, and realize economies.

We will install a Command and Operations Center based in the Mayor's Office, with monitoring communications so that quick responses can be effected, such as during disasters and calamities or during commission of criminal acts and violence, or even in cases of ordinary relief and aid operations. A management information system will be part of such Command center

operations, the better for the Mayor and the administrators of the city to monitor activities all over the city.

Sixthly, on financial and administrative management of the City. The City has many opportunities and possibilities for increasing revenues in the near and long term. Clearly, more aggressive efforts are called for just collecting on existing sources. But the potential is still greater for quantum leaps in revenue generation. This will be largely due to expanded business and economic development in the City, with more investments coming in and property values rising.

Most importantly, we will fasttrack the completion of the land title reconstitution which has been one factor creating uncertainties, and in some cases anomalies, in land valuation. In fact, it has stymied investments and business development based on real property development. The committee will be reconstituted shortly and new members included. The reconstitution should be completed within the next few months, if possible.

Still, we get public feedback about nonpayments of taxes because the people are not so sure where their tax money is going. Our administration will be transparent with the people. We will report to them regularly on the applications of their tax money.

We are rushing the assessment of the organizational, personnel and administrative systems of the City, the better to streamline operations — for economy and efficiency. We shall put in place these changes before the year is over.

Given the potential for future development of the City, we believe that our City can still be planned compared to other cities in Metro Manila. We will therefore improve on our planning and program and project development system and competence. We will formulate a feasible plan for the City before it is too late.

Long before I came in, I realized the need for assistance from the professional, managerial and academic authorities who are residents of our City. Some we have recruited to lend their technical and managerial expertise in city administration, the better for us political leaders to respond to our constituents interests. We will constitute shortly an Advisory Council to the Mayor, to be made up of leading citizens of the City from various sectors and areas of concern, the better for City administration and legislators to benefit from their insights toward better governance of our City.

I have given you just an outline, nay a glimpse, of our vision, missions and plans for the future of our City. The details of these plans and programs together with the legislative proposals are now being finalized by various Task Forces which I have mobilized for the purpose and will be presented to you shortly in another meeting of this august body.

But I believe I have conveyed enough of the substance and the sense of urgency of making good on the mandate of the people and our commitment to be responsive and effective leaders for them. These are the imperatives that we need to pursue and carry out. We shall respond to the challenge, we in the executive branch and Your Honors in the Council, working effectively together toward achieving our vision for a City that we deserve.

REPUBLIC OF THE PHILIPPINES
Quezon City
Office of the City Mayor



MESSAGE

THE LADY OF LA NAVAL WAS THE MIRACULOUS FORCE THAT HELPED THE Filipino and Spanish troops win the sea battle against the formidable Dutch naval fleet that had threatened to invade our country in the 17th century.

As we celebrate this historic occasion with a week long festivity that comes in conjunction with the 53rd anniversary of the founding of Quezon City, let us reflect once more on the message that these occasions bring.

The wave of natural calamities that have befallen our country in recent years remind us to gather our strength and resources to help our countrymen recover from the stress of economic dislocations.

To bring this to reality, it would help greatly if we seek the help and guidance of Our Dear Lady to steer us through these trying times. Let us therefore consecrate our city to the Sacred Heart of Our Lady of La Naval, so that our city may be blessed with the grace to help our poverty-stricken fellow filipinos.

I, therefore, enjoin everyone in Quezon City to put their hearts and minds together, to look beyond their little selves and the narrow confines of their personal values and work as one bigger family, to make the city a responsive and responsible metropolis in rebuilding our nation under the blessed guidance of Our Dear Lady of La Naval.

ISMAEL A. MATHAY, JR.
Mayor
Quezon City

MAYOR, QUEZON CITY

Mathay: Outstanding Public Administrator

ISMAEL A. MATHAY, JR. HAS SPENT the last 25 years in public office, 14 of them in various elective posts. In all of the positions he held, he was a conscientious official and an outstanding public administrator.

Before winning as mayor of Quezon City early this year, he was a congressman representing the 4th district of the city (from 1987-92). Before that, he was an assemblyman of the Batasang Pambansa.

Still earlier than that, he was vice governor of the Metro Manila Commission (1975-86), a director of the Metropolitan Waterworks and Sewerage System (1980-87) and secretary to the commission of the General Auditing Office (1973-75).

And even before that, he was vice mayor of Quezon City (1967-73), which means he is no stranger to the problems and needs of the city.

During his years as MMC vice governor, Mathay did outstanding administration work. Among others, he worked to increase the pay and allowances of the public schoolteachers, caused the implementation of free high school education in Metro Manila and initiated (and coordinated) with local government agencies in setting up 29 zonal improvement programs in such sites as Tondo, Tatalon, Bagong Barrio in Kalookan City, Bagong Silang in Kalookan City, San Martin de Porres in Quezon City, Barrio Capri in Quezon City, Maricaban in Pasay City, and in Hulo, Mandaluyong.

Mathay also headed the Metro Manila committee on justice, at which post he, among others, worked for the release of deserving prisoners, in order to help decongest the local jails of the metropolis. He also worked for the designation of inquest fiscals and judges to act on bail applications on a round-the-clock basis.

He also worked with the director general of the Integrated National Police for the acquisition of modern firefighting equipment to serve the four cities and 13 towns of Metro Manila, equipment that has greatly helped to control fires in the metropolis. He also initiated rolling stores selling basic goods at discounted prices in the various barangays of Metro Manila.

And he also coordinated the construction and completion of the LRT mass transit system that today serves thousands of daily commuters in Metro Manila.

In Congress, Mathay co-sponsred the Standardized Pay Plan law that has served to upgrade the salary scales of all government workers, worked for the approval/release of funds for various infrastructure projects and health centers in the city, and successfully fought against the unjust 300% real estate tax increase that the previous city administration had wanted to impose on city residents last year.

Mathay, 60, was born in Manila on June 26, 1932. He is a BS business administration (economics) graduate of the University of the Philippines and a law graduate of San Beda College.

He is a member of the Upsilon Sigma Phi fraternity and the Pan Xenia international fraternity.

Before he went into politics, Mathay was president of Capitol Motors Corporation and, before that, president of Purefoods Corporation. (FJM)



RLH

Rational Lumber & Hardware

713-715 E. DELOS SANTOS AVENUE
CUBAO, Q.C., METRO MANILA

DEALER IN LUMBER, HARDWARE, ELECTRICAL, PAINT PLUMBING, FINISHING, & CONSTRUCTION SUPPLIES ETC.

Tel. Nos. 97-23-52 922-24-65 922-79-22
96-89-38 922-90-75 922-72-16

HOK CHIU HOUSE
RESTAURANT & CATERER

Pacita Y. Ko
Proprietress

557 BANAWE Cor. SAMAT
QUEZON CITY
TEL. NOS. 732-2443
732-4590
Free Delivery Within Sta. Mesa Heights Area

DONOR:

R.J.F. Promotions
Timog Ave., Q. City

HAPPY SAUNA

1417 E. Rodriguez, Sr. Blvd. Ave.,
Happy Valley, Q.C.
Tel. # 721-72-52



A REPORT

FIRST 100 DAYS

(QC Vice Mayor Charito L. Planas reports on her initial accomplishments.)

CONSONANT WITH HER COMmitment to render service to the public and provide leadership by example and the need to maintain transparency, openness and access to the public, Quezon City Vice Mayor Charito L. Planas has this accomplishment report for the first 100 days of her term of office:

A. ON PUBLIC AFFAIRS

1. Elected as Vice Chairman of the Vice Mayors League of Metro Manila.

2. Presented proposals for a non-political Metro Manila Authority, to be funded by the national government in areas involving traffic and road management, flood control, and identification and development of self-reliant and complete communities in depressed areas.

3. Sponsored and organized weekly press conferences for city councilors on a per-district basis.

B. ON BARANGAYS AND URBAN POOR AFFAIRS

1. Initiated talks with MERALCO and MWSS authorities, and private/public sector, for purposes of facilitating the installation of electric and water facilities in depressed areas of Quezon City, particularly in Kaingin I and II, Bgy. Payatas, Batasan and Commonwealth.

2. Initiated dialogues among barangay councils and residents of Bgy. Payatas, landowners, officials of Manila Remnant Co. and city officials for land purchase by occupants of the land.

3. Initiated dialogues among barangay councils of Bgy. Pag-Asa, Sto. Cristo and Bago Bantay (Magsaysay) involving sharing of real property revenues from SM City, together with city officials involved.

4. Initiated reconciliation moves among members and officials of the barangay council of West Kamias.

5. Organized dialogues between tricycle and pedicab operators and agencies concerned.

6. Introduced resolution requiring rationalized restructuring of Quezon City barangays, based on adjusted formulas.

C. QUEZON CITY ANTI-DRUG ABUSE COUNCIL

1. Concluded memorandum of understanding with NARCOM, Quezon City Regional Trial Court, City Fiscal and the Central Police District establishing procedures for cases relative to drug abuse and drug traffjcking.

2. Conducted orientations, lectures, forums and dialogues in different districts, barangays, schools, NGOs, PTAs and civic groups on the drug abuse problem.

3. Conducted barangay surveys on drug problems.

4. Negotiated agreement with the World Ecologists Foundation for the donation of 500 seedlings for planting at the Payatas Treatment and Rehabilitation Center.

5. Conducted surveillance on and filed criminal charges against violators of the anti-narcotics law.

6. Launched the Anti-Drug and Alcohol Abuse Foundation.

D. ON YOUTH, CULTURE AND SPORTS

1. Established a library for children's literature at the Quezon Memorial Park "Bahay Kubo" in coordination with CLAPI and Quezon City Parks Development Foundation, Inc.

2. Launched, in cooperation with officials of the Ninoy Aquino Park, the search for barangay talents for a "Palarong Pilipino."



"Hot meat" being sold at the public markets in Novaliches was confiscated recently by QC Vice Mayor Charito L. Planas, together with city councilors Jun Ferrer, Rey Medina and Butch Bautista, and turned over to the local police station.

3. Led a week-long celebration (theme -- "Ipagmalaki ang Sariling Atin") from October 5-11, 1992, with emphasis on arts, culture and sports pampamilya.

4. Coordinated the holding of the ABAP Go for Gold Boxing Championships, held at Bgy. Pag-Asa last August 21.

5. Launched the First City Inter-NGO SPorts Intramurals on September 13 at Bernardo Park, featuring native sports, such as patintero, bunong braso, hilahang lubid and patamaang bola.

E. ON ENVIRONMENTAL AFFAIRS

1. Launched environmental consciousness programs among the 140 barangay captains of the city, in coordination with Ninoy Aquino Park.

2. Proposed resolution requesting DPWH to plant sturdy green ornamental trees on the street islands of main thoroughfares and overpasses of Quezon City.

3. Proposed resulution urging the covering of esteros and creeks, the dredging of various esteros in Quezon City and the construction of sidewalks with trees.

F. ON NON-GOVERNMENTAL ORGANIZATION

Called on all non-governmental organizations, people's organizations and the private sector to apply for accreditation for selection for membership in local special bodies under LGC. The Vice Mayor's Office has received some 500 applications.

G. PUBLIC ASSiSTANCE UNIT

1. Attended to distressed residents seeking assistance for burial, hospitalization, employment.

2. Instituted a free legal assistance unit for indigents, supported by the Women Lawyers Association of the Philippines.

H. ORDINANCES AND RESOLUTIONS INTRODUCED OR CO-INTRODUCED

1. Proposed resolution updating composition of City Council so as to provide for sectoral representatives to come from industrial workers and the urban poor.

2. Proposed ordinance appropriating P250,000 each to build lying-in centers at Bgy. Capri and Bgy. Apolonio Samson.



The Go-for-Gold boxing tournament was held last August 21 at Barangay Bagong Pag-Asa, with QC Vice Mayor Charito L. Planas awarding the trophy to one of the winners. With her, among others, were Sports Director Jorge Sibal and city councilors Cesar A. Dario, Jr., Eufemio C. Lagumbay and Bayani V. Hipol.

3. Proposed ordinance giving 50% tax incentives to property owners in Quezon City for construction of sidewalks along their properties.

4. Proposed ordinance requiring cash deposit or performance bonds from contactors who dig or excavate city streets as a guarantee for restoration of the same.

5. Proposed ordinance establishing free pre-elementary education classes for indigent children in strategic depressed areas and appropriating P539,000, for the purpose.

6. Proposed resolution requiring DOTC to study feasibility of narrowing center islands on all major thoroughfares of Quezon City to 1.5 meters wide.

7. Proposed resolution requesting DOTC to study feasibility of designating bicycle lanes in all major thoroughfares of the city.

8. Proposed resolution urging DOTC to declare as one-way traffic the Quezon City Elliptical Circle.

9. Proposed resolution urging DPWH to cover with concrete all esteros and creekis in heavily populated areas of the city.

10. Proposed resolution urging the NCR director of DPWH to immediately conduct dredging operations in various esteros of Quezon City.

11. Proposed resolution requiring DPWH to study feasibility of constructing a fly-over at intersection of Tandang Sora and Commonwealth Avenue.

12. Proposed ordinance providing for compilation, indexing and codification of Quezon City ordinances and other pertinent measures and appropriating P527,120 for the purpose.

13. Introduced resolution commending the Philippine Little League Baseball Team for winning the Little League World Baseball Championship last August 30 at Williamsport, Penn., USA.

14. Introduced resolution appropriating P1-M for lahar victims, in Central Luzon.

15. Covened a special session of the City Council addressed to, and participated by, the Urban Poor.

16. Approved ordinance extending additional allowances to QC public schoolteachers and financial assistance to policemen who die in the line of duty.

Republika ng Pilipinas
Lungsod Quezon
Tanggapan ng Pangalawang Punong Lungsod
(OFFICE OF THE VICE MAYOR)



MESSAGE

ON THE OCCASION OF THE 53RD ANNIVERSARY OF QUEZON CITY FOUNDATION Day, I wish to greet all QC residents and extend to them my sincerest felicitations and warmest affection.

My Office joins me on this significant occasion to help make this celebration a meaningful one in its simplicity and austereness amidst the calamities that have hit our shores. Indeed, it is the enduring quality of our people and our capacity to overcome misfortunes and difficulties that give added significance to this celebration.

Following the vision of our Founding Father, President Manuel L. Quezon, my Office is committed to the attainment of the goals of public service and the improvement of the conditions and quality of life of our people, particularly the underprivileged. We in the City Council, over which I preside, have initiated a number of measures geared towards the realization of the aspirations and needs of our people.

The occasion of our Foundation Day gives us an auspicious opportunity to examine what we have achieved, coinciding as it does with the first 100 days of service. It gives us also the opportunity to look forward to what we in partnership can do together.

I wish to thank all those who have supported us in government to realize our common objectives. We look forward to greater mutual cooperation in the spirit of bold initiatives and strong determination.

Mabuhay tayong lahat! Mabuhay ang Lungsod ng Quezon!

CHARITO L. PLANAS
Vice Mayor
Quezon City

VICE MAYOR, QUEZON CITY

Planas: Unbounded Enthusiasm, Courage

THIS IS THE FIRST TIME FOR Charito L. Planas to hold an elective government post, but she has long been in the public eye. Her present and past activities cover a wide range — politics, civic work, education, business development, and women's rights, to name only a few.

And it can be said that in all the activities she got involved in, and in all the projects she ever worked with, she displayed great enthusiasm and great courage.

The late Benigno Aquino, Jr. expressed it well, in a note he wrote to her from his prison cell in Fort Bonifacio:

"I have long admired your fortitude and patriotism, tested in the teeth of repression and on the anvil of persecution. You are our Joan of Arc, Charito. I hope you will continue firing our colleagues with your unbounded enthusiasm and unalloyed courage."

Planas was, in fact, a co-founder of the Lakas ng Bayan, the political group which dared to wage political battle in 1978 against the Marcos dictatorship. And even before that, she was already active with the NoCC, the Movement that opposed the 1973 Constitution because it was only a stage-managed document of Marcos.

Planas spent eight years (1978-86) in forced exile in the United States. But in 1986, she came back to the country to be chairperson and founder of the Lakas ng Pilipino, which was active in the snap elections of that year.

Besides being city vice mayor, Planas is also president of the QC chapter of the Girl Scouts of the Philippines, president of the Quezon City Parks Development Foundation, Inc., a trustee of the QC Youth Development Foundation, a board director of the Chamber of International Trade and executive board member of the Boy Scouts of the Philippines, among others.

In the past, she was president of the Women's Rights Movement of the Philippines, president of the Immaculate Conception Cooperative Credit Union, Soroptimist Club of Greater Manila (an international service club) and president of the University of the Philippines College of Arts and Sciences Alumni Association, among others.

She was also secretary general of the Citizens National Electoral Assembly, the Commission on Elections' Arm for Clean and Honest Elections (1969-71), 3rd vice president of the Philippine Women's University Alumnae Association and vice president of the Quirino District Consumers Cooperative, among others.

Planas was born on April 28 in Folgueras, Tondo to Concepcion Reyes Lim and Iluminado Buenaventura Planas. She finished her Associate in Arts degree at the Philippine Women's University, her A. B. degree at the University of the Philippines where, among others, she was grand archon of the Sigma Delta Phi sorority, and her law degree also at the University of the Philippines.

Among the awards she has received are Outstanding Alumnae in Human Rights Advocacy award, given by the College of Holy Spirit, the Andres Bonifacio Foundation award, and Most Outstanding Civic Leader award, given by the Quezon City Bar Association. (CHA)



NOW A CITY HAVEN

Quezon Memorial Circle

By CHARITO L. PLANAS
Vice Mayor, Quezon City
and
President, QC Parks Development Foundation, Inc.

FOR ALMOST 30 YEARS, THE QUEZON MEMORIAL CIRCLE HAD BEEN neglected. The wire fence was unpainted and in need of mending. The grass was turning brown instead of green. It had become a hangout for criminal elements. It was no wonder, then, that families looking for wholesome recreation stayed away.

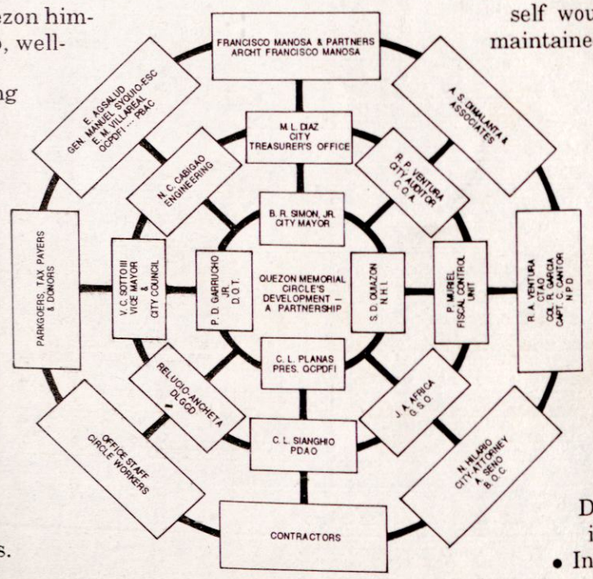
The Century Club, an organization of regular habitues of the park, informed us of the nagging problems besetting the parkgoers and users, the most notable of which were the problem of security, inadequate lights, the disorderly congestion at the park, with joggers and runners constantly bumped or disturbed by bikers and motorists learning to drive or in search of a parking place, and the smoke emissions from motor vehicles and vendors plying their wares all over the place.

The Sleeping Beauty that was Quezon Memorial Circle was awakened from its deep slumber with the establishment of the Quezon City Parks Development Foundation, Inc., through the combined efforts of Quezon City Mayor Brigido Simon, Jr., Former Tourism Secretary Antonio Gonzalez, Tourism Undersecretary Narzalina Lim, Antonio Evangelista and National Historical Institute chairman Serafin Quiazon, as well as the foundation's first officers: Ma. Victoria Simon, president; Helen Gamboa Sotto, vice president; Arsenio Bartolome, III, treasurer; Carmelino Alvendia, Jr., secretary; Zenaida MC Rivera, executive secretary, and Abraham Pascual, Judy A. Roxas and Ernie Evora Sioco, directors.

I became the new president of the foundation, together with Ma. Victoria Simon, vice president; Ernesto Villareal, treasurer; Zenaida MC Rivera, secretary; Lourdes P. Rances, internal auditor; Orlando Punzalan, PRO, and Marquita Castelo, Metodio Palaypay, Tina Monzon Palma and Abraham F. Pascual, directors.

Today, Manuel L. Quezon himself would be proud of the park that bears his name. Spruced-up, well-maintained and lighted, it has turned into a haven,a playground.

The work of rehabilitating the park was begun three years ago by the Quezon City Parks Development Foundation, Inc., implementing arm of the Quezon City government, the lead agency designated to develop the Circle, with architects preparing a master plan for the Francisco Manosa after Simon sent his for the Circle. Soon Dante Liban, to his emissary, councilor opponent, Charito ertswhile political Would she accept the Planas.The message: foundation? I did presidency of the of the Quezon Memorial



The development rial Circle is a joint the government sec- Siamese twins, useless accomplished or in the

- Completion of the the first and only one pathways lined with grass.
- 16 out of 21 bass mural reliefs of the Quezon Museum by sculptor Manuel Casal.
- Completion of the glorietta, with a 150 sq.m. stage and a 35-meter-radius circular plaza, with excellent sound and lighting systems to be installed soon.
- Additional comfort rooms, with provisions for the handicapped, as requested by the late representative, Esty Juico.
- To be completed soon are parking areas for 400 vehicles, a picnic area, a kiosk, restaurants (Kamameshi, Max, Chinese, etc.), drinking fountains, more lights and many others.

We wish to acknowledge the efforts of all those who have helped in the development of the Circle, specially:

- City officials and employees.
- COA Chairman Eufemio C. Domingo, Tourism Undersecretary Narzalina Lim, Director Antonio Evangelista and Quezon Museum Curator Genaro Dahiroc.
- The bidding committee, headed by Ernesto Villareal and Cesar Sianghio, and councilors Guillermo Altuna, Eduardo David and Dante Liban, and Alfredo Macapugay, Salvador Dayrit, Rene Punzalan and Bienvenido Buencamino of PCA, as members.
- The private sector: Quezon City Rotary Club, for the conversion of the fountain into an all-purpose stage; the Inner Wheel Club of the Philippines, District 378, for providing flowering plants; Dutchboy and Boysen Paints; AVESCO, for the speakers; Century Club, Runnex, Aerobic group and Cherry Lyn Ricafrente, for the chairs; Kori-Phil., Unicat for the garbage cans; the sponsors of KASAYAHAN SA CIRCLE a cultural-sports presentation (Cosmos Bottling Corp., Larry Magno of JAL Advertising, Magnolia and Jollibee), the co-chairmen of the event, Charminia Banal and Ofelia Tamayo, Gene Tesoro; the participants who donated their talents gratis of amore (among them NAPOCOR and QC Health Dept. Choirs, TAKADI, Stuntmen of the Phil. and BMX Bi-Crosser).
- In the lecture series: Dr. Metodio Palaypay on recycling garbage; Tino Olaguer about coop. Credit union; PNRC on first aid; JUDO of the Phil. on self defense; Yoga for Good Health by Ananda Marga
- Also, the winning contractors: Mapalad, Rias, Square R, V & H Constructions, GN Interiors and Unifil, who dived their prices for a worthy cause.
- The taxpayers, who are the source of the government funding.
- Most of all, the gardeners, the kaibigan, the sweepers, the workers of the QC Parks Development Administration, under the supervision of Zaldy de la Rosa, and assisted by Felimon Viduya, who help us every day to keep the park clean, and all parkgoers who cooperate to keep order and cleanliness in the Circle. Architect Edna Serrano's works at the picnic area is appreciated.
- Also, Jose Manalo and Rene Punzalan, for their able management, and the engineers who do the daily work of supervision: Serapion Bionat, Ricky Eblacas, Rodel Jasa and Omar Magno.
- Our office staff: Alfredo Chay, Marylene Ganabin, Nancy Laconico and Anabelle Odato.
- The bicycle operators and vendors, who extend assistance to the public without hesitation.
- Nellie Zafra, for conducting the Aerobics classes (6AM Saturdays and Sundays; 5PM Tuesdays and Thursdays) for eight years continuously, rain or shine, started and supported by then QC Vice Mayor Steve Sarino and continued by QC Vice Mayor Vicente Sotto III.
- The projects hearing completion include installation of a children's quadrant, to replace the projected amphitheatre, since there already is a multi-purpose stage... The children's quadrant will consist mainly of wide open spaces for children to run around, with trees to climb, using logs for see-saws in brief, a playground with much of the natural habitat retained that would expose the children to outdoor-type of recreation and fun.

By next year, we hope to construct a mini-library with comfort rooms, exclusively for children. In addition, the biking area will segregate the learners from the non-beginners, to avoid accidents and injuries. Facilities for cycling experts will likewise be provided. (Also, there is now a sculptured work of Abueva for children in the park.)

Also hearing completion is a medicinal garden, to be maintained by the Philippine Institute for Alternative Future Foundation, Inc., headed by Maximo Kalaw and Annabelle Alejandrino. It aims to heighten public awareness of the beneficial effects of medicinal plants which grow in abundance in the country.

We shall also have a place for horticulture, the seedbed of native ornamental and flowering plants carefully sown and dressed to retain their natural attributes, as well as a reflecting pool of sound lights and water fountain, a lagoon, more parking areas, and many more.

PROPOSED ACTIVITIES

Quezon City Foundation Day
53rd Anniversary
October 3-12, 1992

LEGEND:

BOC	Barangay Operations Center
BSDO	Barangay Security and Defense Officer
BPLO	Business Permits & Licensing Office
CRO	Community Relations Office
CTAO	Cultural & Tourism Affairs Office
DCS	Division of City Schools
DPOS	Department of Public Order & Safety
ES	Elementary School
GSIS	Government Service Insurance System
GSO	General Services Office
IRO	Industrial Relations Office
NGO's	Non-Governmental Organizations
PAISO	Public Affairs & Information Services Office
PIA	Public Information Agency
QCHD	Quezon City Health Department
QCHEAA	Quezon City Hall Employees Athletic Association
QMC	Quezon Memorial Circle
RC	Rotary Club
SFDM E/S	San Francisco del Monte Elementary School
SMILE QC	Social Mobilization for Improvement of Life and Environment for QC
SSDD	Social Services & Development Department
UPADO	Urban Poor Affairs Office

DATE: October 3, 1992 — SATURDAY

ACTIVITY	TIME	VENUE	HOST/SPONSORS LEAD	SUPPORTING OFFICES/ AGENCIES, ASSOCIATIONS
Lakaran Sa Circle	6 A.M. — 10 A.M.	QC Memorial Circle	RC of Timog	DCS
Clean & Green Competition	8 A.M. — 5 P.M. (up to October 12)	All Day Care Ctrs in Dist. I, III, & IV	SSDD	Barangays NGSO's DCS
Supplementary Feeding	8 A.M. — 5 P.M.	Ten depressed ares in Dist I	QCHD	DCS
La Naval Procession (Salubong)	9 A.M.	Lungsod ng Kabataan to QC Hall	City Administrator's Office/ All QC Parishes	
Talent Competition (Day Care Parents)	9 A.M. — 5 P.M.	All Day Care Centers	SSDD	Barangays, NGO's
Drum & Bugle Corps Competition	10 A.M. — 1 P.M.	QC Memorial Circle (inside Circle)	RC of Midtown Cubao	
La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office/ Secretariat Barangays	San Pedro Bautista Parish
Novena & Mass	6 P.M.	All Parishes	Respective Parishes City Hall Barangays	
Operation Harelip	October 3-12	QC General Hospital	QCGH	QCHD
Free FBS (Fasting Blood Sugar)	8 A.M. to 10 A.M.	QC Hall Lobby	QCGH	Boehringer Ingelheim (Phil.), Inc.

October 4, 1992 — SUNDAY

La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office Barangays	Our Lady of Mercy Parish
Novena & Mass	6 P.M.	All Parishes	Respective Parishes	

October 5, 1992 — MONDAY

Launching of QC Photo Contest	8 A.M.	Sunken Garden	BOC/CRO	All QC Depts./Offices
Free FBS (Fasting Blood Sugar) Cholesterol Exam	8 A.M. — 10 A.M.	Front QC Covered Walk	QCGH	Boehringer Ingelheim (Phil.), Inc.
Indigenous games/Sports competition	8 A.M. — 12 Noon	Respective School Campuses	Division of City Schools	Vice Mayor's Office
Industrial Exhibit	8 A.M. — 7 P.M. (up to October 9)	QC Hall Covered Walk	IRO	
District I Talent Competition (Day Parents & Children)	9 A.M. — 5 P.M.	SFDM, Bgy. Hall	SSDD	Barangays NGO's
Deworming and Flouride Application	9 A.M. — 12 Noon	6 Areas	QCHD	
Sweeping Operation on Sputum Mic (TB Symptomatics)	9 A.M. — 12 Noon (up to October 10)	San Roque, Pag-asa Sto. Domingo, Manresa	QCHD	
Film Showing (Puppet Show)	10 A.M. — 12 Noon	Fiesta Carnival	CTAO	Araneta Ctr., SSDD, PIA
Roving Street Campaign	10 A.M. — 4 P.M.	Kamuning Mkt., Mercury Arayat & Tatalon Market	QCHD	
La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass	QC Hall Lobby	City Administrator's Office Barangays	Holy Family Parish
Novena & Mass	6 P.M.	All Parishes	Respective Parishes	

October 6, 1992 — TUESDAY

ACTIVITY	TIME	VENUE	HOST/SPONSORS LEAD	SUPPORTING OFFICES/ AGENCIES, ASSOCIATIONS
Cleaning & Greening	October 6 — 12		OPLAN: CLEAN Q.C.	
Deworming & Fluoride Application	9 A.M. — 12 Noon	Ten areas in Dist. II, III & IV	QCHD	
Roving Street Campaign	9 A.M. — 4 P.M.	Twelve areas in Dist. I, II, III & IV	QCHD	
Dist. II-A Talent Competition (Day Care Parents and Children)	9 A.M. — 5 P.M.	Kaunlaran Day Care Center Bgy. Kaunlaran	SSDD	Barangays NGO's
Inauguration of Toro Hills Elem. School	10 A.M.	Toro Hills E. S. Rd. 18, Bgy. B. Toro	DCS	
Mini Mart/Mobile Van		Dist I, II, III, IV	SMILE QC/BOC	
Film Showing	10 A.M. — 12 Noon	Fiesta Carnival	CTAO	Araneta Center SSDD, PIA
La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office/ Barangays	Our Lady of Perpetual Help Parish, Project 8
Puppet Show	2 P.M. — 4 P.M.	NIA Site, Pinahan	QCHD	
Novena & Mass	6 P.M.	All Parishes	Respective Parishes	
Health Education Information		Five areas in District I	QCGD	

October 7, 1992 — WEDNESDAY

Supplementary Feeding	8 A.M.	GSIS Elem. School	QCHD	
On the Spot Painting Contest	8 A.M. — 12 Noon	Health Lobby (ground floor)	DCS	Office of the Vice-Mayor's Office
District II-B Talent Competition (Day Care Parents and Children)	9 A.M. — 5 P.M.	Mini City Hall Novaliches	SSDD	Barangays NGO's
Roving Street Campaign	9 A.M. — 4 P.M.	Bayan Palengke, Pasong Tamo GSIS E.S., Sitio Pajo, Baesa	QCHD	
Deworming & Fluoride Application	9 A.M. — 12 Noon	Eleven areas in Dist. II, III & IV	QCHD	
Inauguration of Lagro High School	10 A.M.	Lagro High School Lagro Subd., Bgy. Pasong Putik	Division of City School	
La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office Barangays	Our Lady of Perpetual Help Parish, Cubao
Puppet Show	2 P.M. — 4 P.M.	Payatas A	QCHD	
Rondalla Contest	2 P.M. — 5 P.M.	QC Hall covered walk	CTAO	DCS

October 8, 1992 — THURSDAY

Book Distribution/Library Services Through Book Mobile	8 A.M. — 12 Noon	Barangay Tatalon	QC Public Library	
Deworming and Fluoride Application	9 A.M. — 12 Noon	Gumamela, Bgy. Roxas Sto. Nino, Galas	QCHD	
Roving Street Campaign	9 A.M. — 4 P.M.	Five areas in Dist. II, III & IV	QCHD	
District III Talent Competition	9 A.M. — 5 P.M.	Bgy. Socorro, Bgy. Hall	SSDD	Barangays
Inauguration of Balara High School	10 A.M.	Balara High School, Ventura St. Filter Compound	DCS	

ACTIVITY	TIME	VENUE	HOST/SPONSORS LEAD	SUPPORTING OFFICES/ AGENCIES, ASSOCIATIONS
La Naval Novena & Mass Parish	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office Barangays	Ascension of Our Lord
Kami Naman Dance Revival Contest	3 P.M. — 6 P.M.	Sunken Garden	CTAO	BOC, CRO
Novena & Mass	6 P.M.	All Parishes	Respective Parishes	
Health Education Information		Five areas in District I	QCHD	

October 9, 1992 — FRIDAY

Roving Street Campaign	8 A.M.	Tandang Sora	QCHD	
PASIKLABAN	8 A.M. — 12 Noon	QC Hall Ground	CTAO	QCHEAA
Book Distribution/Library Services Through Book Mobile	8 A.M. — 5 P.M.	Bgy. Payatas	QC Public Library	
Deworming and Fluoride Application	9 A.M. — 12 Noon	Six Areas in Dist. II, III & IV	QCHD	
Grand Finals on Clean & Green Competition	9 A.M. — 12 Noon	Day Care Center Winner Dist. I, II-A II-B, III, IV	SSDD	Barangays, NGO's
District IV Talent Competition (Day Care Parents and Children)	9 A.M. — 5 P.M.	Pinahan Bgy. Hall	SSDD	Barangays NGO's
La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office Barangays	Sta. Rita Parish
Puppet Show		Payatas B, Multi-Purpose Hall	QCHD	
Inauguration of Roxas High School	12 Noon	Roxas High School Sct. Chuatoco	DCS	
Awarding of Certificate of Program Awards (412 Beneficiaries) Bgy. Old Balara and Sta. Monica	1:30 P.M. — 5 P.M.	QC Hall Lobby		PAISO
Sports Activities Basketball/Volleyball (Female)	3 P.M. — 5 P.M.	QC Hall Ground	CTAO	QCHEAA
Novena & Mass	6 P.M.	All Parishes	Respective Parishes	

October 10, 1992 — SATURDAY

Exhibit/Sale of Phil. Products	7 A.M. — 8 P.M.	Quezon Mem. Circle	Vice-Mayor's Office	
Restaurant Discount	10 A.M. — 9 P.M.	All QC Restaurant	Vice-Mayor's Office	QC Restaurant Owners
La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office — Barangays	St. Joseph Parish
Story Telling & Book Talks for Children/Elem. Students	2 A.M. — 5 P.M.	Main Library	QC Public Library	
Novena & Mass	6 P.M.	All Parishes	Respective Parishes	
Mardi Grass Sa Timog	6 P.M.	Timog	QC Bars & Restaurant Association	
Disco Night		Skatetown ALI MALL	Central Police Press Corps.	

October 11, 1992 -- SUNDAY

ACTIVITY	TIME	VENUE	HOST/SPONSORS LEAD	SUPPORTING OFFICES/ AGENCIES, ASSOCIATIONS
QC Fun Run '92	6 A.M.	Amoranto Sports Complex	Amoranto Administration &	NGO
Disco-Piso para sa Pinatubo		Complex	Coordinating Office of the Mayor	Barangays BOC DPOS DCS
QC Barangay Olympics '92	8 A.M.	Amoranto Sports Complex	Amoranto Administration &	--do--
Launching of the Specialized Sports Program of the City Mayor			Coordinating Office of the Mayor	
La Naval Novena & Mass	11:30 A.M. (Novena) 12 Noon (Mass)	QC Hall Lobby	City Administrator's Office Barangays	Good Shepherd & Sto.
Cultural Presentations/Exhibitions	3 P.M. -- 6 P.M.	Glorietta of Q.M.C. Phil. Science High School (alternative site)	DCS	Vice-Mayor's Office
Concert of Filipino Artists	6 P.M.	Q.M.C.	Vice-Mayor's Office	City Council
Formal launching of the contest and exhibit of recycle products			Vice-Mayor's Office	NGO's

October 12, 1992 -- MONDAY

Simultaneous ringing of Church Bells	6 A.M.			
Launching of Project Cleanest Bgy.	8 A.M.	Sunken Garden	BOC	Bgy. Officials, Sk Officials, BSDO's, City Hall Employees
Q.C. Cooperative Congress for Business	8 A.M. -- 5 P.M.	Soils Research Dev't. Center, Conventional Hall	Task Force SMILE, Cooperative Educ. & Dev't. Unit DILG, Office	Coop Dev't. Authority
Grand Finals Talent Competition (Day Care Parents & Children) &	9 A.M. -- P.M.	QC Hall Lobby	SSDD	Barangays NGO's
Awarding of Winners Clean & Green Competition				
Acrobatic Show	9 A.M. -- 11 P.M.	City Hall Ground	CTAO	Skills Mktg. Venture
Outstanding Teacher's Award	10 A.M. -- 12 Noon	Stella Maris	QC Jayceerettes	DCS
Restaurant Discount	10 A.M. -- 9 P.M.	All QC Restaurants	Vice-Mayor's Office	QC Restaurant Owners
Procession La Naval (From City Hall to Circle)	2 P.M.			
Exhibit/Sale of Philippine Products	2 P.M. -- 8 P.M.	QMC	Vice-Mayor's Office	
Video Showing about Quezon City	2 P.M. -- 5 P.M.	Main Library	QC Public Lib.	
La Naval Mass	4 P.M.	QMC	City Administrator's Office	
Ati-atihan Competition	5 P.M.	QMC	BOC	CTAO
La Naval Motorcade	6 P.M.	QMC to Sto. Domingo	Religious Org.	
Novena & Mass	6 P.M.	All Parishes	Respective Parishes	
Food Festival/Cultural & Entertainment Presentation	6:30 P.M.	Sunken Garden	CTAO/BPLO	GSO

October 17, 1992

Boxing Ating Kapuso sa Pinatubo	6:30 P.M.	Araneta Center	Bomber Promotions	



TRACKSPEED INTERNATIONAL MOTORWORKS COMPANY

Assembler of "Strider" Utility Vehicles & ISUZU ELF

LOOK FOR:
EDWIN DY & TOOTS TABCADA

SALES OFFICE:
828 A. Bonifacio Ave.
Balintawak, Quezon City

Tel. Nos. 35-85-86
35-74-53

ALTA CINEMA
Aurora Blvd., Cubao, Quezon City

BENPER CINEMA
Roosevelt Ave., Quezon City

OMILA THEATER
A. Bonifacio St., Quezon City

ASAYAKE
PROMOTION DANCE STUDIO, INC.
Unit A B & C Wil-Vic Bldg.,
125 Kamias Road.
Quezon City, Philippines
Tel. No. 922-60-34

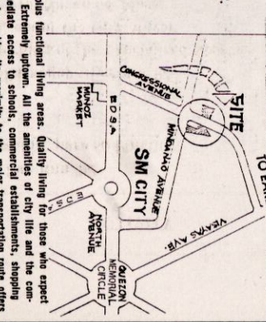
VILLA LOURDES CONCEPCION TOWNHOMES

Consider the following features:
- Only 3 minutes from EDSA
- 3-bedrooms with built-in closets, 2 T & B.
- Spacious marble living, dining, and kitchen area.
- Marble top kitchen counter with overhead cabinet.
- Alarm system for every unit
- Maid's Room
- Garage
- Plus Security gate, Meralco facilities, centralized deep well, concrete road network, concrete curbs and gutters, paved sidewalks & landscape

OWNER/DEVELOPER:
ALECON REALTY INC.
LABRADOR DEVELOPMENT CORP.
105 EDSA, MANDALUYONG,
METRO MANILA

FOR INQUIRIES, SEE OR CALL:
FELY MAURICIO
IMEE NARVAEZ
TEL. NOS 5314831
5314832
5315701





Villa Lourdes and Villa Concepcion offers style plus functional living areas. Quality living for those who expect nothing less than perfection. Very contemporary. Extremely uptown. All the amenities of city life and the comforts of home. The strategic location offers immediate access to schools, commercial establishments, shopping arcades, restaurants, markets, parks and places of worship. Its proximity to the major transportation route offers the kind of mobility that is needed in today's hustling world. No other townhome unit compares to the ingenious workmanship we brought into Villa Lourdes and Villa Concepcion. Its a class of its own.

QUEZON CITY GOVERNMENT

The Quezon City government is headed by Mayor Ismael A. Mathay, Jr. and Vice Mayor Charito L. Planas. It has four congressmen, 25 councilors, 140 barangay captains and 840 members Sangguniang Pambarangay.

PRESENT OFFICIALS

Mayor	ISMAEL A. MATHAY, JR.
Vice Mayor	CHARITO L. PLANAS
Councilors	
1st District	
	MOISES P. SAMSON
	ANTONIO L. SIOSON
	ALBERTO GALARPE
	VICTOR V. FERRER, JR.
	EMILIO G. TAMAYO
	REYNALDO A. CALALAY
2nd District	
	ANTONIO V. HERNANDEZ
	MELENCIO M. CASTELO
	FRESCA M. BIGLANG AWA
	GODOFREDO T. LIBAN II
	REYNALDO MEDINA
	MARCIANO P. MEDALLA
3rd District	
	FE CONSUELO S. ANGELES
	HERBERT M. BAUTISTA
	MICHAEL T. DEFENSOR
	FRANZ S. PUMAREN
	CESAR A. DARIO, JR.
	EUFEMIO C. LAGUMBAY
4th District	
	GUILLERMO C. ALTUNA
	JOSEPH PETER S. SISON
	BAYANI V. HIPOL
	ALFREDO A. FRANCISCO
	RAMON G. MATHAY
	HERMINIO BAUTISTA
Association of Barangay Councils	ROBERTO MIGUEL

Department Heads, Chiefs of Offices

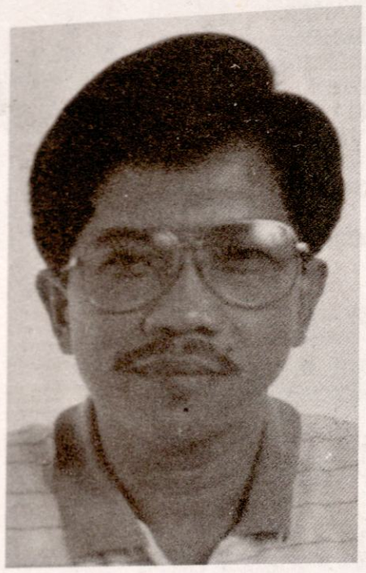
City Administrator	MANUEL S. ALBA
Secretary to the Mayor	LOURDES S. SANTOS
Chief, Public Affairs and Information Services Office	DIVINA P. JAPA
City Budget Officer	ESTRELLA P. GERARDO
City Assessor	CONSTANTINO P. ROSAS
City Personnel Officer	LOURDES L. LANSANG
City Health Officer	MAGDALENA M. YBANEZ
Social Welfare Services Office	TERESITA M. MARIANO
Cultural and Tourism Affairs Office	DOMINADOR B. OCRISMA
City Administrative Officer	REBECCA S. MAGSALIN
Business Permits & Licensing Office	PATRICIO L. DUMLAO
City Superintendent of Libraries	BLANQUITA L. DEL BARRIO
City Treasurer	ALFREDO D. MERCADO
City Engineer	ALFREDO C. MACAPUGAY
Police Superintendent	RODOLFO M. GARCIA
Civil Registry Office	ROSENDA P. MANAOIS
City Attorney	NESCITO C. HILARIO
City Secretary	SOTERO LAUDE
City Superintendent of Schools	BIENVENIDO A. ICASIANO
Community Relations Office (Novaliches District Center)	EDDIE T. BALDORIA
OIC, Community Relations Office	ENRICO FRESNOZA
Taxes and Fees Division	PEDRO U. VALENZUELA
Urban Poor Affairs Office	ZOSIMO AMPONGAN
Industrial Relations Office	EDWIN T. TATING
General Services Office	ANTONIO LAUDICO
Department of Public Order and Safety	ARNULFO D. BANEZ
Barangay Operations Center	ALBERTO A. SENO
Tricycle Regulation Unit	OSCAR GONZALES
Parks and Playgrounds	CESAR SIANGHIO
Planning and Development	GERARDO P. MAGAT
City Auditor	RANULFO P. VERIAN
Economic Development Board	EDGARDO D. VIRAY
OIC, Amoranto Stadium	ANGEL LIMJOCO III
Director, Quezon City General Hospital	MARINA YULO-BRINGAS
Task Force on Social Mobilization for Improvement of Life and Environment	TEODORO REY, JR.
Task Force Director, OPLAN CLEAN: QUEZON CITY	CESAR G. RAMIREZ
Task Force, Radio Communication	CARLOS I. VERZONILLA
Special Action and Performance Audit Team	MARIO LAQUI
City Finance Coordinator	JUANITO S. ORTIZ

CONGRESSMEN

1st District	RENATO A. YAP
2nd District	DANTE V. LIBAN
3rd District	MITCHELL Y. GUMABAO
4th District	FELICIANO BELMONTE

Assistant Department Heads

Asst. Secretary to the Mayor	LOURDES RANSES
Asst. City Treasurer	ROSARIO REYES
Asst. City Budget Officer	PETRONILLA BAGUE
Asst. City Assessor	BENJAMIN KASALA
Asst. City Personnel Officer	MARLENE AGUILAR
Asst. City Superintendent of Libraries	ROSARIO R. VICENTE
Asst. Chief, Social Welfare Services Office	FE MACALE
Asst. Chief, Business Permits and Licensing Office	NORMA F. CRISOSTOMO
Asst. City Administrative Officer	ELIZABETH ACOSTA
Asst. City Engineer	BENJAMIN MALINAO
Asst. City Superintendent of Schools	PEDRO A. RAMOS
Asst. City Secrtary	GREGORIO ALIDO
Asst. Chief, Economic Development Board	FERDINAND BUENAVENTURA
Asst. Chief, Urban Poor Affairs Office	RAMON ASPRER
Asst. Chief, General Services Office	JONATHAN AFRICA
Asst. Chief, Industrial Relations Office	HERMINIA B. CALLEJO
Asst. Chief, Barangay Operations Center	JORGE FELIPE
Asst. City Auditor	MA. ROSARIO G. ADASA
Asst. Chief, Parks and Playgrounds	ERNESTO R. SANTIAGO
Asst. Chief, Planning and Development	TOMASITO L. CRUZ
Asst. Chief, Task Force on Social Mobilization for the Improvement of Life and Environment	MARIVI VERGEL DE DIOS
Asst. Chief, Task Force OPLAN; CLEAN QUEZON CITY	ARTURO LOPEZ, JR.



MOISES P. SAMSON
Councilor, 1st District



ANTONIO L. SIOSON
Councilor, 1st District



ALBERTO GALARPE
Councilor, 1st District



ANTONIO V. HERNANDEZ
Councilor, 2nd District



MELENCIO M. CASTELO
Councilor, 2nd District



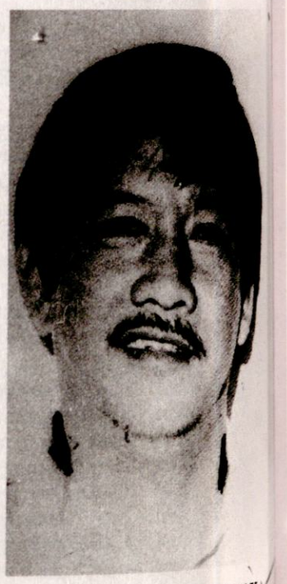
FRESCA M. BIGLANG AWA
Councilor, 2nd District



VICTOR V. FERRER, JR.
Councilor, 1st District



EMILIO G. TAMAYO
Councilor, 1st District



REYNALDO A. CALALAY
Councilor, 1st District



GODOFREDO T. LIBAN II
Councilor, 2nd District



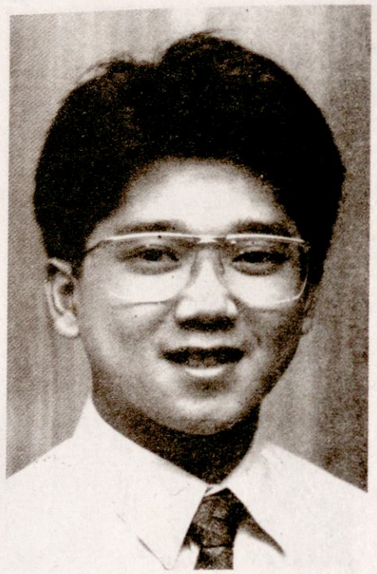
REYNALDO N. MEDINA
Councilor, 2nd District



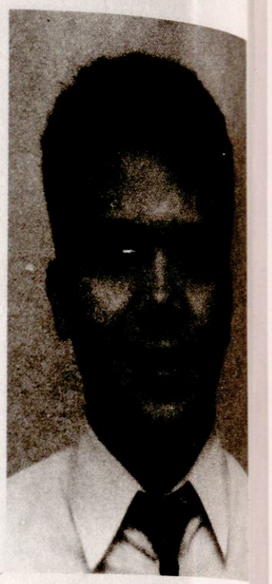
MARCIANO P. MEDALLA
Councilor, 2nd District



FE CONSUELO S. ANGELES
Councilor, 3rd District



HERBERT M. BAUTISTA ✓
Councilor, 3rd District



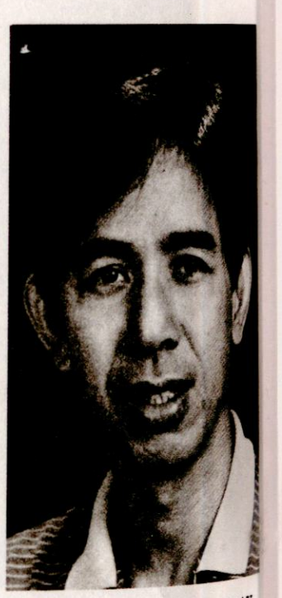
X **MICHAEL T. DEFENSOR**
Councilor, 3rd District



FRANZ S. PUMAREN
Councilor, 3rd District



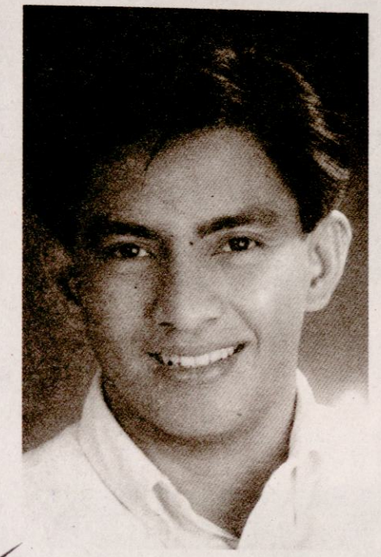
CESAR A. DARIO, JR.
Councilor, 3rd District



EUFEMIO C. LAGUMBAY
Councilor, 3rd District



GUILLERMO C. ALTUNA ✓
Councilor, 4th District



JOSEPH PETER S. SISON
Councilor, 4th District



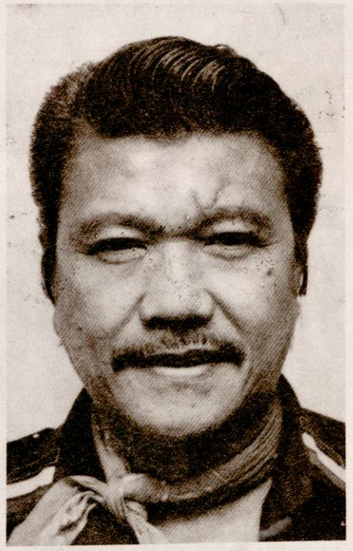
BAYANI V. HIPOL
Councilor, 4th District



ALFREDO A. FRANCISCO
Councilor, 4th District



RAMON G. MATHAY ✓
Councilor, 4th District



HERMINIO BAUTISTA ✓
Councilor, 4th District



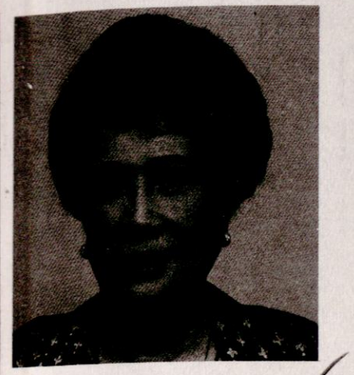
DR. MANUEL S. ALBA
City Administrator



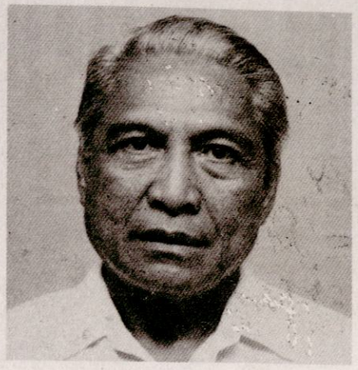
LOURDES S. SANTOS
Secretary to the Mayor



DIVINA P. JAPA
Chief, Public Affairs and
Information Services Office



ESTRELLA P. GERARDO
City Budget Officer



CONSTANTINO P. ROSAS
City Assessor



LOURDES L. LANSANG
City Personnel Officer



MAGDALENA YBAÑEZ
City Health Officer



TERESITA MARIANO
Social Welfare Services
Office



PATRICIO L. DUMLAO
Business Permits and
Licensing Office



DOMINADOR B. OCRISMA
Cultural and Tourism
Affairs Office



BLANQUITA DEL BARRIO
City Libraries

ALFREDO D. MERCADO
City Treasurer



REBECCA S. MAGSALIN
City Administrative Officer



ANTONIO LAUDICO
General Services Office



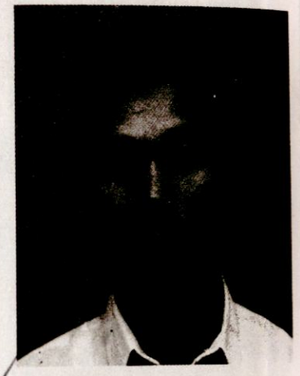
ROSENDA P. MANAOIS
Civil Registry



EDDIE T. BALDORIA
Community Relations Office
(Novaliches District)



ALFREDO C. MACAPUGAY
City Engineer



EDWIN T. TATING
Industrial Relations Office

ALBERTO A. SENO
Barangay Operations Center



OSCAR GONZALES
Tricycle Regulation Unit



SOTERO LAUDE
~~City~~ Secretary's Office



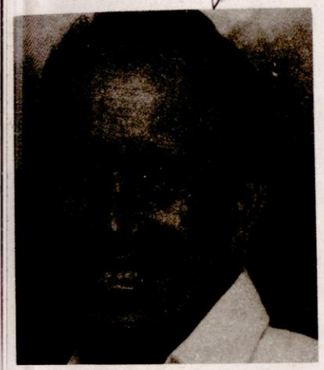
ZOSIMO AMPONGAN
Urban Poor Affairs Office



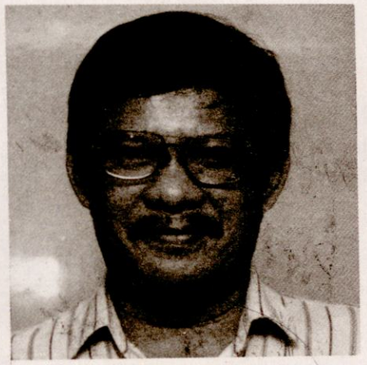
RANULFO P. VERIAN
City Auditor



RODOLFO M. GARCIA
Police Superintendent



ARNULFO D. BAÑEZ
Department of Public Order and Safety

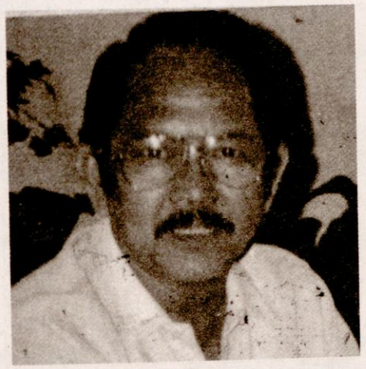


ENRICO FRESNOZA
OIC, Community Relations Office



PEDRO U. VALENZUELA
Taxes and Fees Division

TEODORO REY
Task Force on Social Mobilization for Life and Environment



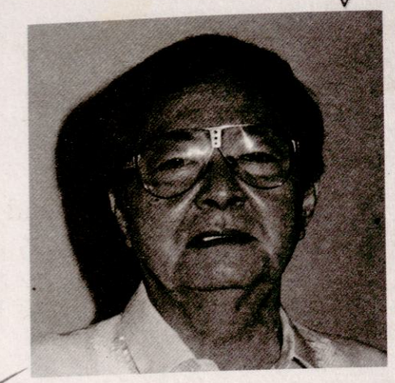
BIENVENIDO ICASIANO
City Schools



GERARDO P. MAGAT
Planning and Development



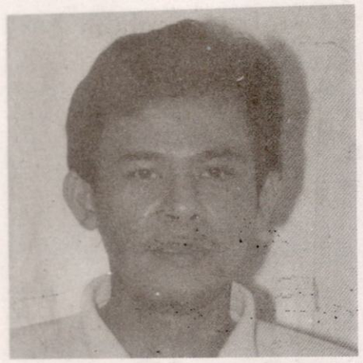
CESAR SIANGHIO
Parks and Playgrounds



CESAR G. RAMIREZ
Task Force OPLAN:
CLEAN QUEZON CITY



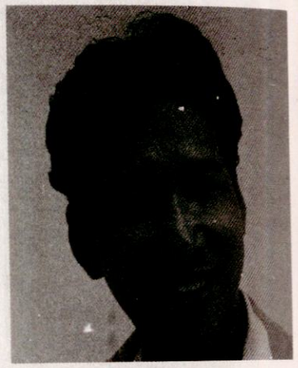
MARIO LAQUI
Special Action and
Performance Audit Team



CARLOS I. VERZONILLA
Task Force on Radio
Communication



ROBERTO MIGUEL
City Council Representative
Association of Barangay Councils



NESCITO C. HILARIO
City Attorney



JUANITO S. ORTIZ
City Finance Coordinator

Thanks to:

• QC Councilors Godofredo T. Liban II (2nd District) and Ramon G. Mathay (4th District), for most valuable support and assistance.

• Atty. Lourdes S. Santos, Secretary to the Mayor, who checked on the legal technicalities.

• Divina P. Japa, chief of QC Public Affairs and Information Services Office (PAISO), for the kind help and support.

• Leticia J. Cachero, media coordinator of PAISO, for supplying us with so many useful editorial material.

• Romeo C. Mariano and Arturo M. Son, staff photographers of PAISO, for the many excellent photos.

• Rosa Mercado and Priscilla Icban, staffwriters of PAISO, for the writeups; Nestor S. Bermudez, photo labman of PAISO, for the sharp prints, and Evelyn Batingan, staff assistant of PAISO, for the messages.

• Irma A. Villanueva, chief of the public relations office of the QC Vice Mayor, for the generous support.

• Teresa P. Paterno, executive assistant of the QC Vice Mayor, and Butch Alle, staff photographer of the Vice Mayor, for the text and photos.

• ASL, for the catchy cover design.

Quezon City
53rd Foundation Anniversary
Souvenir Program – October 12, 1992

LYSANDER P. GARCIA
Editor

This official souvenir program is a project of Fil-Crown Media, Inc., a professional publishing/ marketing company, with business offices at Room 202 Cecileville Building, 1203-1211 Quezon Avenue, Quezon City, with tels. 98-27-16 and 98-31-54.

CHARLIE G. CARIÑO
President
Fil-Crown Media, Inc.

Benny G. Enriquez, *Marketing Manager;* Popoy Z. Marcelo, Inar A. Larin, Danny S. Cariño, Toto Tolentino, Leo Santos, Noel Alcantara, Eric Marcelo, Rico Antipino, *Marketing Staff;* Tess Manlapaz, Allen Bangcat, *Secretaries*

Symbol Of Service

WHEELERS CLUB INTERNATIONAL

confidence behind the wheel



CORPORATE PROFILE

WHEELERS CLUB INTERNATIONAL. The name that spells for an elite association of car owners renowned for its unchallenged excellent quality service. WCI's primary corporate objective is to provide a comprehensive package of automotive and non-automotive services appropriate and responsive to the needs of its members.

Recognizing its role as a corporate citizen in the automotive industry, the club actively participates in cooperation with the government's program in the improvement and further development of all that concerns local motoring. The Club's continuing commitment to be of service to its ever-growing number of members stands above all, initiated by its desire to be a real symbol of service.



WCI HEADQUARTERS
1186 QUEZON AVENUE, Q.C., PHILIPPINES
TEL. NOS. 921-23-86 / 921-24-38

BENEFITS AND PRIVILEGES



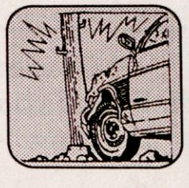
24 HR. TOWING SERVICE

In the event your car gets stalled within Metro Manila, Wheelers Club International and any of its accredited towing companies are prepared to assist you FREE OF CHARGE



CAR CARE SERVICES

WCI's accredited motor shops and suppliers of auto parts and accessories will provide all your maintenance needs at SPECIAL DISCOUNTED RATES - of up to 20%. Just call up WCI and avail of highly professional advice on automotive technical problems and car-care tips.



RELIABLE INSURANCE PROTECTION

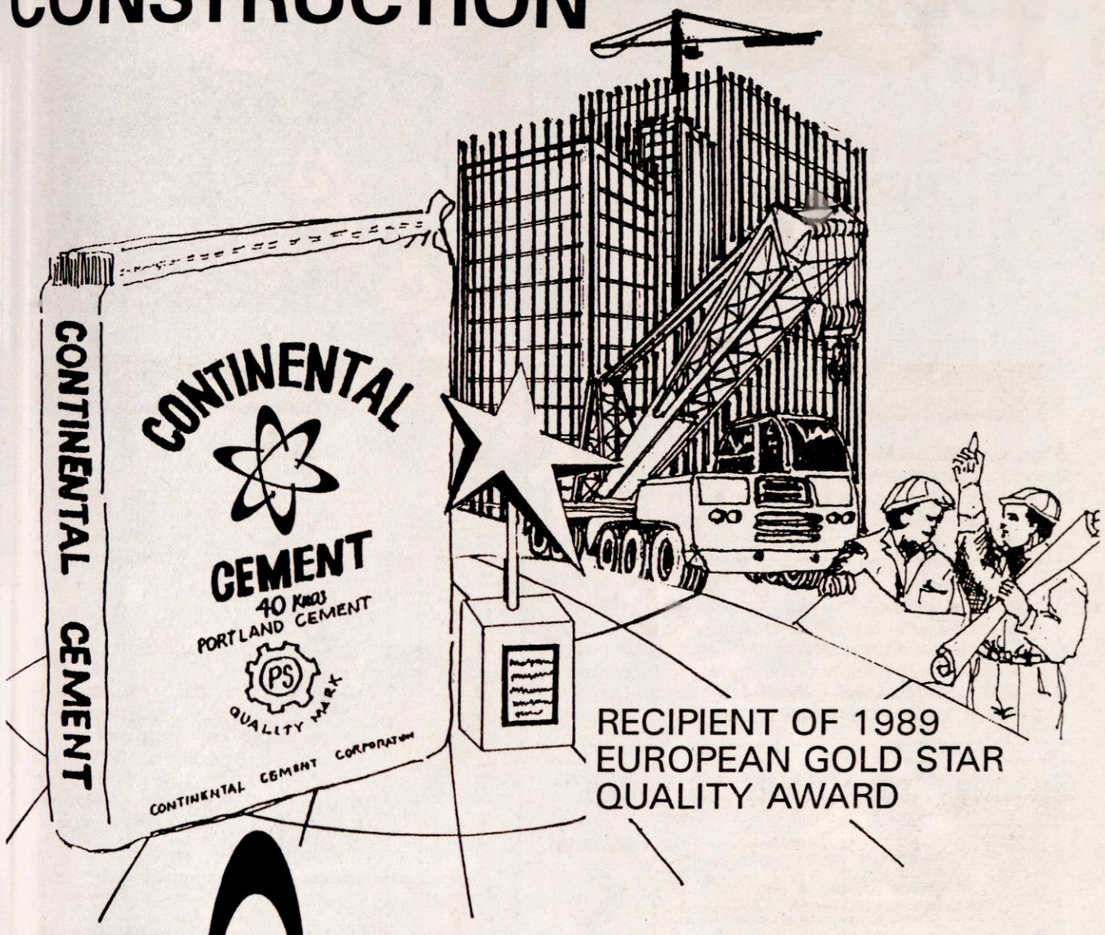
The Club will assist you in the renewal of your car registration with the Land Transportation Office in Metro Manila and can also arrange a reliable insurance protection that can provide prompt assistance.



DISCOUNT PRIVILEGES

WCI's Membership Card is accepted and honored as a DISCOUNT CARD by more than 3,000 major establishments accredited with the Club that offer as much as 30% discount privileges.

THE MARK OF CONFIDENCE IN CONSTRUCTION



RECIPIENT OF 1989
EUROPEAN GOLD STAR
QUALITY AWARD

CONTINENTAL
CEMENT
CORPORATION

HEAD OFFICE: 2nd Floor TRIUMPH Bldg., 1610 Quezon Avenue, Q.C.
PLANT OFFICE: Barrio Bigte, Norzagaray, Bulacan

GPL

LUMBER and CONSTRUCTION SUPPLY

HENRY LIM

368 DON MARIANO MARCOS AVE.
(FORMERLY COMMONWEALTH AVE).
QUEZON CITY

TELS. 931-0969
931-0979
931-0989
931-0999

I ♥ Ambrosia

NATIVE LECHON
SA BILAO

Super SARSArap na, Hindi nagsesebo pa!

TEL. 99-28-84

In your quest for
BETTER ROADS

Specify "THE TOUGH ASPHALT"
From:

READYCON

TRADING AND CONST. CORP.
READY MIX ASPHAT (DPWH ITEM 310)
CONSTRUCTION o HAULING o MATERIAL SUPPLY o
EQUIPT. RENTAL

947-9231 o 947-9232 o 947-9931 o 947-9215

OFFICE: VERMONT PARK EXECUTIVE VILLAGE, MARCOS HIGHWAY, ANTIPOLO, RIZAL
PLANT: A. RODRIGUEZ AVE., MANGAHAN, PASIG, METRO MANILA
FORMERLY: ASPHALTRADE CORP.

CLEAN
AND WHOLESOME
ENTERTAINMENT
FOR THE
WHOLE FAMILY!

Graphic Arts Service, Inc.

KISLAP MAGASIN
SILANGAN KLASIKS
PINOY KLASIKS
ALIWAN KOMIKS
PIONEER KOMIKS
ST KOMIKS
SHOCKER KOMIKS
COMMANDER KOMIKS
PINOY KOMIKS
TEENS WEEKLY KOMIKS
LOVELIFE KOMIKS
NOBELA KLASIKS
SUPER FANTASY KOMIKS
NIGHTMARE KOMIKS
LOVERS & FRIENDS KOMIKS
RATED 10 KOMIKS
AGUILA KOMIKS
HOLIDAY KOMIKS
KUWENTO KOMIKS
LOVE AFFAIR KOMIKS
LOVE NOTES KOMIKS
L na L KOMIKS
PRECIOUS KOMIKS
BELOVED KOMIKS
SPACE HORROR COMIX
KILABOT KOMIKS
DAMDAMIN KOMIKS
KOMEDI KOMIKS
BATA BATUTA KOMIKS
LOVE FUNTASY KOMIKS

70 18th AVENUE, MURPHY, Q. C.
TELS. 70-62-64; 78-93-96; 79-37-70
721-6612; 721-6603; 721-6631 & 721-6620

TOP-OF-THE-LINE RIGHT DOWN TO THE LAST STROKE

BOYSEN
PAINT

JAZZ RHYTHMS

Beautiful place where I can 'stay where there's no reality. . .

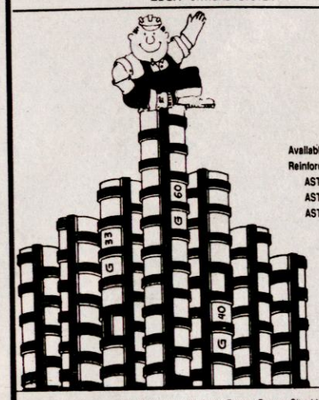
MAKATI
126 Jupiter St. Bel Air 2,
Makati, Metro Manila
Tel. No. 885232

GREENHILLS
Feluisa Bldg.
Greenhills
Shopping Center
(Across Greenlanes)
Tel. No. 772973

QUEZON CITY
83 Timog Avenue,
Quezon City,
Metro Manila
Tel. No. 9230544

CAPITOL STEEL CORPORATION

CHOSEN AS SOLE SUPPLIER:
MAGAT DAM - RP'S BIGGEST INFRASTRUCTURE
EDSA - ORTIGAS FLYOVER



WITH PRODUCTS THAT DELIVER THE UNCOMPROMISING QUALITY AND DEPENDABILITY YOU REQUIRE

Available:
Reinforcing Round Bars
ASTM High Tensile Grade 60 (PNS Grade 415)
ASTM Intermediate Grade 40 (PNS Grade 275)
ASTM Structural Grade 33 (PNS Grade 230)

TEL. NOS.:
341806 • 341851
347011 TO 14

LIAISON OFFICE:
631-3026 TO 30

PCA MEMBER
300-322 Quirino Highway Baesa, Quezon City, 1106
P.O. Box 1300, Ortigas Center, Pasig, 1553
FAX NO. 347014 LOC 117 • CABLE "CAPSTEELCO" MANILA
POCKETBELL TEL. NOS. 722-1211, 817-8221; PAGER ID "CAPITOL"
EASYCALL TEL. NOS. 869-1111, 810-2111; PAGER NO. 219912
APPROVED BY PS QUALITY MARK

POLYMER CHEMICALS, INC.

627 DEL MONTE AVE.
RM. 307 ATKIMSON BLDG.
QUEZON CITY
P.O. BOX 1338
MANILA, PHILS.

TEL. NOS.: 34-11-65
34-75-14 LOC. 45
LOC. 66-68
TELEX NO. 47722 IGA PM
FAX NO. (632) 3616517

DISCIPLINE:
Backbond of a
Dragon Economy

Puwede na yan
is plain laziness.
Beat yourself. Beat the world.

RCBC
RIZAL COMMERCIAL
BANKING CORPORATION

Think like a dragon.
Bank like a dragon.

YOUR REAL ESTATE PARTNER



GLOBO REALTY, INC.

GROUND FLOOR VICENTE MADRIGAL BUILDING, AYALA AVENUE
MAKATI, METRO MANILA

8195388 • 8101134 • 8195386 • 8166438 • 8133763 • FAX NO. 8103881

ZAMORA

• QUALITY SERVICE FOR ALL YOUR ENTERTAINMENT NEEDS, LOCALLY OR INTERNATIONALLY
WE TRAIN & DEVELOP TO EARN $
• SINGERS • CULTURAL/VARIETY DANCERS • MODELS

TRAINING CENTER AND TALENT PROMOTION





Edwin L. Zamora
PRES. & GEN. MANAGER
Crisostomo V. Zamora
VICE PRES./OPERATION MANAGER

TEL. 922-3806 *911-0669

MEMBER: P.E.M.A.

Office & Studio Add: Penthouse 7th Flr., Doña Consolacion Bldg. Gen. Santos St., Araneta Center, Cubao, Q.C.

NEW VISION

YOUR FULL-SERVICE, 24-HOUR SOURCE OF NEWS, ENTERTAINMENT, INFORMATION AND PUBLIC AFFAIRS.

RADIO PHILIPPINES NETWORK, INC.
Broadcast City, Capitol Hills, Diliman
Quezon City, Philippines
Tel. Nos. 977661 to 69

Compliments of:

FRANCISCO MOTOR CORPORATION
Assembler & Distributor of Superior Products

* Mazda B2200 Double & Single Cab (2.2 Diesel)
* Mazda E2000 Van (12 to 15 seaters)
* Mazda F1300 Pick Up (1/2 Ton)
* Mazda T-Series Trucks (2.2 to 3.5 Tons)
* Anfra AUV
* FMC Brand New Jeepney
* FMC Jeepney Body
* Hinomoto 4-wheel Tractor
* Fiat UNO Sales

PLANT:
Las Pinas, Metro Manila
Tel. 801-1121 : 828-1595

SALES:
2235 Pasong Tamo, Makati
Tel. 801-0131 : 817-6675

Insular

PRINTING CORPORATION
77 SCOUTER OJEDA ST., ROXAS DIST. Q. C.
Tels. 998-668 / 965-914

Quality Offset Printing
Perfect Binding

We Specialize in 4 - color Printing:
BOOKS • MAGAZINES
KOMIKS • POSTERS
BROCHURES
CALENDARS



An Expose on PAGCOR

How It Was Then.

Before the February revolution, the average monthly income was P29 million. the highest monthly income declared was P55 million.

In ten years, from 1976 to June 1986, the total remittance of the old PAGCOR to the government was P2.1 billion.

PAGCOR, then, was exempted from all kinds of taxes, except the 5% franchise tax.

PAGCOR, then, was exempted from audit.

PAGCOR operations then were veiled in secrecy.

How It Is Now.

Monthly Income

Under the new PAGCOR, the average monthly income went up to P169 million in 1987, P212.5 million in 1988, P290 million in 1989, P341 million in 1990, P428 million in 1991 and P498 million for the 1st semester of 1992.

Remittance to Government

In only six years of operation, from July 1986 to June 30, 1992, the new PAGCOR has already remitted a total of P15.1 billion to the government

Tax Privileges

Since March 1987, all the tax exemption privileges have been withdrawn. Now PAGCOR is paying the 5% franchise tax, corporate income tax, customs duties for imported equipment and employees' withholding taxes.

Audit procedure

Today, all PAGCOR transactions are dutifully recorded, accounted for and audited by the Commission on Audit.

Secrecy vs. Transparency

Today, PAGCOR operations are carried out on an open-book policy in keeping with the President's directive of transparency in the government. Pursuant to this, PAGCOR publishes its financial statement quarterly, perhaps the only casino operator in the world who does so.

The difference in the way the casinos are run today has led to ,a sizeable increase in PAGCOR's income, out of which approximately 75% goes to the government through remittances to the National Treasury, the Bureau of Intenral Revenue, the Social Fund of the President, Cities hosting the casinos and the Philippine Sports Commission. Nothing is left with PAGCOR except what it needs for operations. With the substantial amount it remits to the government, PAGCOR has become the third biggest revenue-generating arm of the government. PAGCOR today is considerably different from what it was in the past.

NEW PAGCOR

Responding Through Responsible Gaming

Philippine Amusement & Gaming Corporation
PAGCOR House • 1330 ROXAS BOULEVARD, MANILA

GENERICS LABORATORY PRICE



- QUALITY NA, MURA PA
- MONEY BACK GUARANTEE
- CASH OR TERMS
- NO MINIMUM ORDER
- IMPORTED RAW MATERIALS
- AVAILABLE IN BOTICA AND HOSPITALS NATIONWIDE
- IN BLISTER PACK, IN PIMS
- MEMBER: DAP SINCE 1960

PACIFIC PHARMACEUTICALS
(PACIFIC INSULAR CO. INC.)
3rd Floor Lawyers Coop. Bldg.
459 Quezon Ave., Quezon City, M.M.
7113933, 7417763, 7124990, 7419203



LYDIA'S LECHON

THE HOME OF THE ORIGINAL LECHON WITH PAELLA

MAIN: Service Road cor. Rivera. Roxas Blvd., Baclaran, Paranaque, M.M.
Tel. Nos. 8332759 8310616 8320909 8330886

BRANCHES:
118 Timog Ave., Quezon City
Tel. 998038, 9224665

Aguirre Ave.
BF Homes, Paranaque

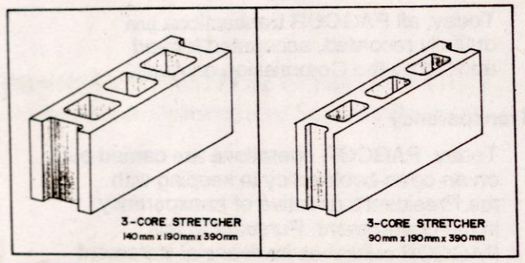
No. 53 West Avenue Q.C.

Freshfood Market
Paranaque near NAIA

Shell Station
Almanza, Las Pinas

SM Food Center
SM Sta. Mesa

CAC POWER BLOCKS



For best quality load bearing hollow blocks, specify "CAC POWERBLOCKS"

POWER STRESS
PRESTRESS/PRECAST CONCRETE

POWER MIX
READY MIX CONCRETE

POWER BUILD
CONSTRUCTION SERVICES

POWER PAVE
BITUMINOUS CONCRETE MIX

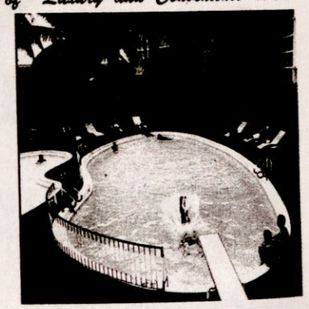
POWER ROCKS
AGGREGATES

CONCRETE AGGREGATES CORP.
NO. 70 INDUSTRIA ST., BAGUMBAYAN, LONGOS, QUEZON CITY, METRO MANILA
TEL. NOS. 722-02-95 TO 98 * 721-92-41 TO 44 * 721-92-74

Hotel Danarra & Resort

121 MOTHER IGNACIA AVE., QUEZON CITY

The World of "Luxury and Convenience Within Your Reach"



With first class amenities, homely atmosphere, courteous service, and reasonable rates.

- **86** well appointed air-con rooms with color tv/piped in music, hot water, telephone and refrigerator.
- **Restaurant coffee shop** with 24 hrs service
- **Spectrum Bar** (6PM-2AM)
- **Swimming pools** of different sizes
- **Function Rooms**: 10-150 pax capacity
- **Gift Shop & Beauty Parlor**

Reservations: Tel.: 985161 to 9, 990720, 973816
Fax (632) 961686

"Many are the plans
in a man's heart,
but it is the Lord's
purpose that prevails."
-Proverbs 19:21

Greetings From:

CONEY REYES ON CAMERA

ABS-CBN Channel 2
Saturday, 2:30-4:00 p.m.

And

TELEVISION AND PRODUCTIONS, INC.

Unit 1 Morato Square, 306 T. Morato Avenue, Quezon City
Telephone Nos.: 921-7712 & 922-8888 Fax No.: 922-8888

Sir William's Hotel

DE LUXE HOTEL ROOMS AND EXECUTIVE APARTMENTS

39 Timog Avenue
Quezon City

Tel. No.: 921-24-91 to 94
Tel. No.: 922-98-80 to 85
Telex No.: 29734-SIRWILL PH

In Quezon City
Stay at:

QUEZON CITY MANOR HOTEL
No. 125 Kamias Road, Quezon City
Tels.: 921-83-18 to 20; 922-62-87; 921-83-27; 922-77-54
Fax: 922-02-36



- Only 2 minutes drive from EDSA.
- No brownouts.
- No water shortage.
- Affordable room rates.
- 24-hours room service.
- Coffee shop.
- Karaoke bar/sing along.
- Disco club and restaurant.
- Function room for seminars, meetings or parties.
- Guarded parking space.

PHILIPPINE FABRIKOID, INC.

THE PIONEER IN PVC MANUFACTURING IN THE COUNTRY

37 YEARS OF QUALITY MANUFACTURING OF VINYL, FILM SHEETS, BOOKCLOTH, LEATHERETTE, TABLECLOTH, VINYL FLOOR TILES, ABS, PS, PVC COMPOUND, PVC NOSING, PVC PIPES, VINYL WALL COVER, ETC.

PLANT HOWART BO. KANGKONG QUEZON CITY, METRO MANILA
TEL. 35-76-35; 35-64-52; 34-42-43; 35-03-19

Greetings from

NATIONAL CONFEDERATION OF COOPERATIVES (NATCCO)*
227 J.P. Rizal St., Project 4, Quezon City

Affiliate Centers:

NORLU	BCDC	MASS/SPECC	CECI
TAGCODEC	VICTO	CLIMBS	FARMCOOP

*With 1,173 primary member-cooperatives throughout the country.

A new name. A broader vision.

There's more than just the name. More than just the symbol. With these changes, we usher in a new era in our corporate life.

Today, we offer **ACE PLAN,** our Education Plan tailor-made for the needs of the starting Filipino Family. A plan that will carry on the tradition of reliability and service that we've been known for with our own **Himlayang Pilipino Life Plan.**

And as we continue to build our corporate strength, we promise to offer more pre-need plans. Designed for the Filipino. Dedicated to his future.

Himlayang Pilipino Plans, Inc.

Ground Floor, Triumph Building, 1610 Quezon Avenue, Quezon City, Metro Manila
Tel. 98-96-71 to 75 • Fax No. 96-73-28

A charter member of the Philippine Federation of Pre-Need Plan Companies, Inc.

S.E.C. Ad Res. No. 152 Series of 1992

Formerly
Himlayang Pilipino Life Plan Incorporated

20 yrs. **KIMCHI** 20 yrs.

FASTFOOD

OUR SPECIALTIES

BEEF WITH RICE AND SOUP
CHICKEN WITH RICE AND SOUP
PORK WITH RICE AND SOUP
BEEF STEW SPARERIBS WITH RICE AND SOUP

- SM CITY FOOD COURT
- SM CUBAO FOOD COURT
- ALI MALL FOOD GALLERY
- LANDMARK MAKATI FOOD CENTER
- SM STA. MESA CENTERPOINT
- SM MAKATI FOOD CENTER
- MAKATI CINEMA SQUARE 3rd FLOOR
- SM MEGAMALL FOOD COURT

WE ACCEPT FRANCHISE APPLICATIONS
CALL: 817-4008; 85-92-97

maxelcom

Greetings from:

MAXIMUM ELECTRONICS & COMMUNICATION, INC.

"Your link to the future in communications . . . . today"

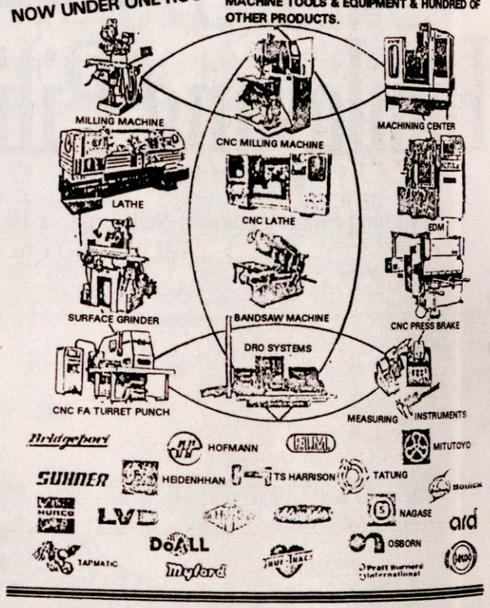
Tel. No. 988-430 Unit 8, Landsdale Commercial Arcade, Timog Ave. cor. Mother Ignacia St., Quezon City, Metro Manila, Philippines

Greetings from

DAGUPAN BUS CO., INC.

New York, Cubao, Q.C.

NOW UNDER ONE ROOF! WORLD'S LEADING BRANDS MACHINE TOOLS & EQUIPMENT & HUNDRED OF OTHER PRODUCTS.



MACHINE BANKS CORPORATION 482 G. ARANETA AVE., QUEZON CITY CALL 711-3751 to 55 (CONNECTING ALL DEPTS.)

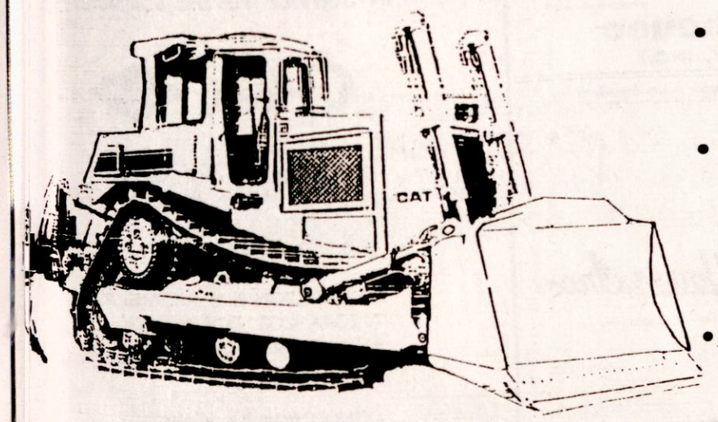
Congratulations to Mayor Mathay on the occasion of the 53rd Anniversary of Quezon City from

TRANSIT AUTOMOTIVE SUPPLY

TAS Seal of EXCELLENCE
THE PIONEER IN RECONDITIONING

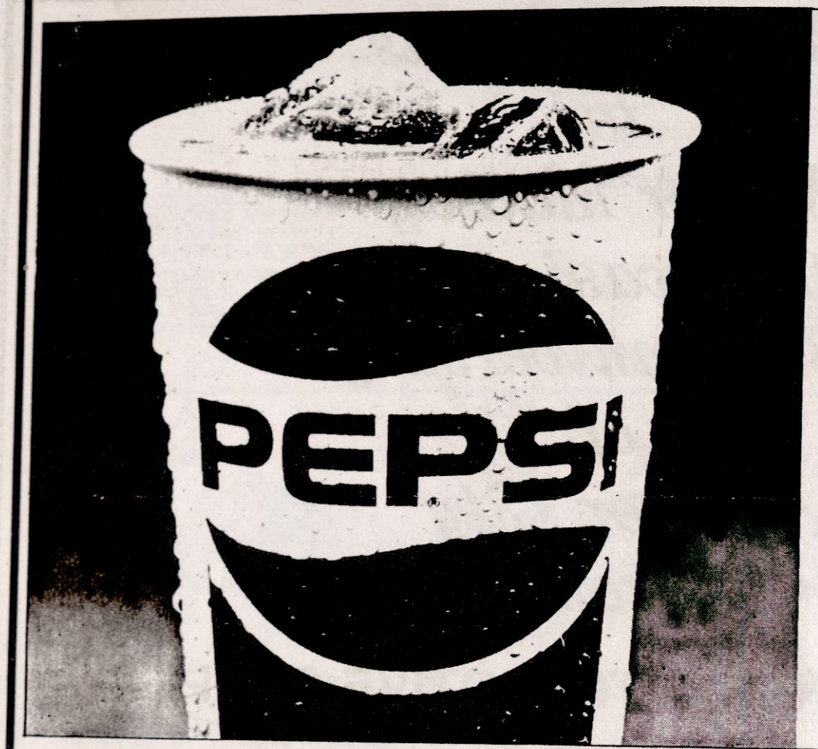
ALWAYS IMITATED BUT NEVER EQUALLED

DIRECT IMPORTERS & DISTRIBUTORS OF:



- **JAPANESE & AMERICAN TRUCKS:**
  - ISUZU; HINO; NISSAN; FUSO
  - IHC; PETERBILT; KENWORTH; WHITE WESTERN
- **HEAVY EQUIPMENT:**
  - CATERPILLAR, DYNAPAC, BARBER GREENE, INGERSOLL - RAND
  - KOMATSU, TCM, MITSUBISHI, HITACHI, YUTANI, SUMITOMO, NIKKO, SAKAI-HAMM, BOMAG
- **TRAILERS:**
  - LPG TANKER TRAILERS, HI & LOW BED

- **SALES & MKTG. DEPARTMENT**
  Tel. Nos. 97-17-52
  922-26-57
  922-79-20
- **PURCHASING DEPARTMENT**
  Tel. No. 923-04-30
  FAX NO. 922-7907
  TELEX NO. 742-42-002
- **ACCOUNTING DEPARTMENT**
  Tel. Nos. 96-52-22
  99-38-98
- **ADDRESS:**
  105 TIMOG AVE., DILIMAN, QUEZON CITY, PHILIPPINES



PEPSI
THE CHOICE OF A
NEW GENERATION

Compliments of:

CABLE ADDRESS:
MERCED DRUG - MANILA

merced drug house
(MERCED COMPANY, INC.)

MAIN OFFICE: 873 E. DE LOS SANTOS AVE., WEST TRIANGLE BLOCK, DILIMAN, QUEZON CITY
PHILIPPINES - TELEPHONE 98-91-72; 98-74-93; 98-52-96; 98-97-23 - TAN M 6230 - G1963 A-3

MERCED *Bake House, Inc.*

869 E. DE LOS SANTOS AVE., DILIMAN, Q.C. - TEL. NOS. 97-78-37 & 96-31-86 - T.A.N. M-6230 J-2572 A-1

MERCED FOTO

869 E. delos Santos Ave., Diliman
Quezon City beside Merced Bake House, Inc.

GLORIMART TRADING INC.
DEL MONTE AVENUE COR. ARANETA AVENUE
QUEZON CITY

IN SERVICE TO THE COMMUNITY

Glo-ri supermart

CONNECTION I – DEL MONTE
DEL MONTE COR. ARANETA
AVE., Q.C.
TELS. 712-23-46 TO 49

CONNECTION III – TANDANG SORA
T. SORA COR. DON MARIANO
MARCOS HIGHWAY, Q.C.
TELS. 97-85-36 TO 37

CONNECTION II – KAMIAS
V. LUNA EXT. COR. ANONAS
EXT., Q.C.
TELS. 921-53-01 TO 02

CONNECTION IV – ROCES
DON A. ROCES COR. PANAY AVE.
AND MOTHER IGNACIA ST., Q.C.
TEL. 99-52-22

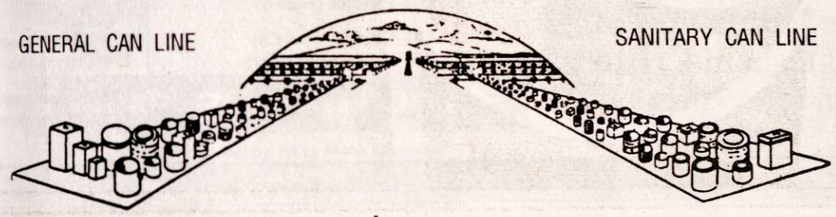
ompliments of:

Your products deserve only the BEST
TIN CAN PACKAGING

from

Oriental
TIN CAN & METAL SHEET MFG CO INC

GENERAL CAN LINE



SANITARY CAN LINE

and more. . . .
our personalized
TECHNICAL ASSISTANCE &
OTHER SERVICES. .

• RECONDITIONING/OVERHAULING OF
SEAMERS • FABRICATION OF SPARE PARTS
• TINPLATE LITHOGRAPHY • NEW PLANT
LAYOUTING • SEMINARS & IN-PLANT TRAINING

ORIENTAL TIN CAN & METAL
SHEETS MFG.
CHUA TEE & COMPANY, INC.
ADDRESS: GEN. LUIS ST., BO. CAPRI, NOVALICHES, QUEZON CITY
TEL. NOS. 90-54-11 to 14
ORIENTAL TIN CAN & METAL SHEETS MFG. CO. INC.

Tune in to

"Ang Iglesia ni Cristo"

A one-hour
Bible Exposition of
the Iglesia ni Cristo
on television

ABS-CBN-2 Quezon City
8:30-9:30 a.m. (Saturday)

Islands TV-13 Quezon City
8:00-9:00 a.m. (Sunday)

ABS-CBN-4 Bacolod City
10:00-11:00 a.m. (Saturday)

PRTV-13 Butuan City
12:00-1:00 p.m. (Sunday)

KMTV-11 Butuan City
8:00-9:00 p.m. (Sunday)

RPN-5 Cagayan de Oro City
4:00-5:00 p.m. (Saturday)

ABS-CBN-3 Cebu City
10:00-11:00 a.m. (Sunday)

Calamian Cable TV-11 Coron
5:00-6:00 p.m. (Sunday)

ABS-CBN-4 Davao City
9:00-10:00 p.m. (Sunday)

PTV-10 Dumaguete City
5:00-6:00 p.m. (Saturday)

Southern TV-7 Gen. Santos City
11:00-12:00 a.m. (Saturday)

DYME-TV-4 Masbate
2:30-3:30 p.m. (Saturday)

PTV-8 Naga City
4:30-5:30 p.m. (Saturday)

DXMT-TV-7 Ozamis City
9:00-10:00 p.m. (Saturday)

RTTV-7 Puerto Princesa City
7:00-8:00 p.m. (Friday)

MBM/CBN-TV-11 Samar
6:00-7:00 p.m. (Saturday)

Southern TV-11 Surigao City
5:00-6:00 p.m. (Sunday)

PRTV-12 Tacloban City
5:00-6:00 p.m. (Saturday)

PEBC-TV-13 Tandag, Surigao
7:00-8:00 p.m. (Sunday)

RPN-5 Zamboanga City
5:00-6:00 p.m. (Sunday)

Compliments of:

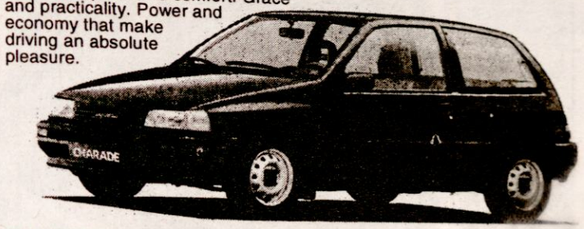
BANCO DE ORO
THE EXPERT IN RETAIL BANKING

HEAD OFFICE: AURORA BLVD. COR. YALE ST., CUBAO, Q.C. TEL. Nos. 922-5656 TO 67
Member: PDIC (Maximum Deposit Insurance for each Depositor: ₱100,000.00)

The Easiest Way To Own A Car!

Own any of the Daihatsu top-of-the-line vehicles via a very easy-to-pay financing scheme. Only 5.17% interest rate per annum on some cars and interest-free on other cars. That's putting more sense and value to your money.

DAIHATSU CHARADE
Uncompromised excellence in form and function. Speed and comfort. Grace and practicality. Power and economy that make driving an absolute pleasure.





DAIHATSU FEROZA
As impressive on the inside as it is on the outside. Fully loaded luxury car with the rugged reliability of Daihatsu vehicles on off-road conditions.
ONLY P67,000 DOWN PAYMENT

DAIHATSU *HIJET* VAN
Tough and dependable as a truck. Yet comfortable and economical as a car. Built for easy maneuvering, long mileage and superior performance.
ONLY P36,750 DOWN PAYMENT



IMPERIAL AUTOS
DAIHATSU

"Where Your Money Gets More Mileage"

1140 Quezon Avenue, Quezon City
TEL. NOS. 98-17-11 TO 18/97-59-14/99-65-27

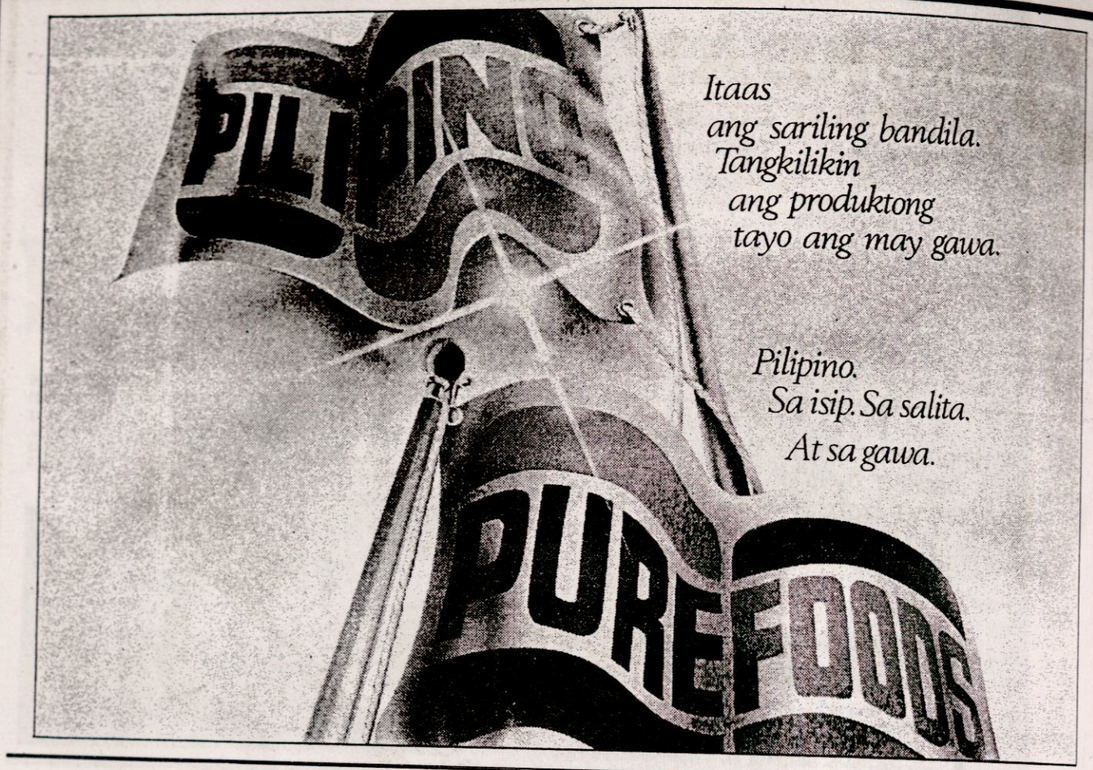
MANILA PAPER MILLS, INC.

WE ARE MULTI PAPER MANUFACTURER

• MF MULTIWALL • IVORY KRAFT • MG BLEACHED • MIMEO PAPER • BOND PAPER • BOOK PAPER • ONION SKIN • NEWSPRINT • TISSUE PAPER • NAPKIN PAPER • BOXBOARD • CHIPBOARD • BRISTOL BOARD • LINERBOARD • KRAFTBOARD • COATED BOARD • FOLDCOTE • SOLID BOARD • GROCERY BAG KRAFT • WRAPPING KRAFT • MF GUMMED TAPE • CORRUGATING MEDIUM • INDUSTRIAL KRAFT-BOARD-PAPER

OFFICE: UNION-AJINOMOTO BUILDING, 331 SEN. GIL. J. PUYAT AVENUE EXT.
MAKATI, METRO MANILA
TELS.: 85-02-28, 88-32-90, 87-60-81 TO 89
FACTORY: QUIRINO HI-WAY, BARRIO SANGANDAAN, NOVALICHES
QUEZON CITY, METRO MANILA
TELS.: 901691-95 & 901420

Mailing Address:
P.O. BOX 65, MANILA
Cable: PAPEL *Manila*



Itaas
ang sariling bandila.
Tangkilikin
ang produktong
tayo ang may gawa.

Pilipino.
Sa isip. Sa salita.
At sa gawa.

HEAVY DUTY
U-1
Jalousies
1½"
ONE OF THE COUNTRY'S MOST POPULAR JALOUSIES
AA
Jalousies
UNITED
Jalousies

WE SPECIALIZE IN EXTRUDING SPECIAL CUSTOMER SPECIFIED SECTIONS.

ALL KINDS OF ALUMINUM, TRANSPORTATION AND ARCHITECTURAL EXTRUSION SECTIONS, WIRES AND RIVETS

90-14-25
90-36-96
United Jalousies
90-13-84
90-37-06

UNITED ALUMINUM FABRICATORS with EXTRUSION PLANT
KM. 19 NO. 1128 QUIRINO HIGHWAY, NOVALICHES, QUEZON CITY

COMPEX
INTERNATIONAL INC.
GBW BLDG., 341 QUEZON AVE.
QUEZON CITY, PHILIPPINES
TELS.: 711-0129, 711-0265
711-0768, 711-0687, 711-0757
711-0759, 711-0242, 711-0775
FAX: 7320082, 7110627

RELIABLE
TOP-OF-THE-LINE
COMPUTERS AND
OFFICE EQUIPMENT

TALIA • ITALIA • ITA
C • TEAC • TEAC •
TVM • TVM • TVM • TVM
other • brother • broth
wood • underwood • und

RIORDAN
COMMERCIAL CO., INC.
LAGOSA, BALINTAWAK, QUEZON CITY
TELOS. 361-5253
361-5254
34-47-01
34-34-51
35-46-54
35-46-55
X.O. 361-5251
AIR OF USED TRUCKS & ENGINES FROM JAPAN

Fine Dining... Flowers... Gifts
UNPARALLELED AMBIENCE
Experience...
ROMANTIC DINNERS, WEDDING, PARTIES
AND PRODUCTIVE CONFERENCES, SEMINARS
FOR UP TO 700 GUESTS.
Annabel's
FINE DINING / FLOWERS AND GIFTS
• 194 Tomas Morato Ave., cor. Sct. Delgado, Quezon City
Tels. 922-78-79 • 99-67-10
• Shaw Blvd. cor. S. Laurel St., Mandaluyong, M.M.
Tels. 77-36-23 • 79-05-13

When your credit card
is backed by the
country's biggest bank



YOU GET MORE PEOPLE SERVICES

Lowest entrance and
annual fees.
Lowest minimum income
requirement.
Lowest interest rates.
And the biggest bank branch
network to serve you.

PNB CREDIT CARD CORPORATION
PNBcard Office, Product Development Department
Fourth Floor, NIDC Bldg., Gil J. Puyat Ave. (fronting Crispa) Makati M. M.
Tel. Nos. 88-44-31; 815-24-58; 812-22-24; 815-24-51

Philbelt

• CONVEYOR BELTS • FLAT BELTS • V-BELTS •

RECIPIENT OF JAPANESE INDUSTRIAL STANDARD (JIS) ACCREDITATION

EXPORTER OF QUALITY BELTINGS TO:

• U.S.A.	• JAPAN	• EUROPE
• CANADA	• AUSTRALIA	• HONGKONG
• SINGAPORE	• TAIWAN	• MALAYSIA

PHILIPPINE BELT MANUFACTURING CORP. * 280-282 DASMARIÑAS ST., BINONDO, MANILA TELS. 48 64 11 to 16 · 40 26 11 · 49 14 33

A JOINT VENTURE WITH BANDO CHEMICAL INDUSTRIES LTD., KOBE, JAPAN

REPUBLIC WOODEN COMMODITIES MFG. CORP.
REWOODCO

REPUBLIC WOODEN COMMODITIES MFG. CORP.

917 Susano Avenue, Novaliches, Quezon City 1117, Philippines * TEL. NOS. 90-26-31, 90-26-32, 90-26-33
P.O. Box N-169 Q.C. * Cable: "REWOODCO" * Telex: 64150 FAMKTG. * 45696 PRIDE



FROM GRASS TO GLASS

A PROMISE MADE BY MOST DEVELOPERS, FULFILLED BY ONE.

AYALA LAND, INC.

Oriental

CORRUGATED FIBREBOARD BOX CO.

ORIENTAL CORRUGATED FIBREBOARD BOX CO.
CHUA TEE CORPORATION OF MANILA
87-89 QUIRINO HIGHWAY, BAESA QUEZON CITY, PHIL.

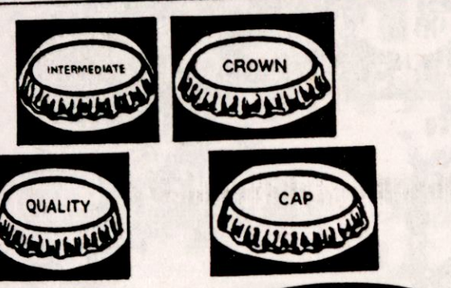
DIVISION OF : CORRUGATED CARTONS



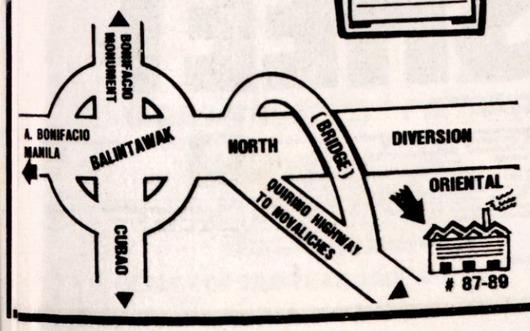
QUALITY SHIPPING CARTONS. SERVICE AND COMPETITIVE PRICES. MULLER TEST OF 200, 175, 125 & NON-TEST. ANY REQUIRED SIZES AVAILABLE

DIVISION OF: METAL CLOSURE & TIN LITHOGRAPHY

INTERMEDIATE CROWN-A UNIQUE CROWN CAP WIDELY USED IN U.S.A., EUROPE AND SOUTHEAST ASIA. SUPERIOR SEALING POWER WITH DAREX COMPOUND LINING.



34-75-51 to 59



A CHANGE OF NAME

ENGINEERING EQUIPMENT, INC.
has today changed its name to
EEI CORPORATION.

To mark the beginning
of a new era of renewed strength,
dedication and excellence.

To assume the EEI acronym
as our new name for which
we are more popularly known.

To reflect our strong efforts
of broadening the scope of
our business activities.

To keep faith with our fundamental
Corporate Philosophy of
PIONEERING, GROWTH, LEADERSHIP.

Yes, Today We Are...

EEI CORPORATION
1971

EEI CORPORATION

188 E. Rodriguez Jr. Ave., Ortigas Industrial Estate
Libis, Quezon City, MetroManila 1110
Tel. Nos. 722-1363 to 68
Facsimile Nos. (632)722-0644; (632)722-7107

For God so love the world, that he gave his only begotten son, that whosoever believeth in him should not perish, but have everlasting life.

John 3:16

ACES

DRILLING AND EQUIPMENT CORP.

MAT D. FLORES

ROTARY AND PERCUSSION DRILLING
WELL SCREEN SALES
PUMPS/WELL REHABILITATION
GEOPHYSICAL STUDIES

123-A Kalayaan Avenue, Quezon City, M.M.
Tel. No. 921-58-91, 921-4899

PHILIPPINE PLUMBING COMPANY, INC.

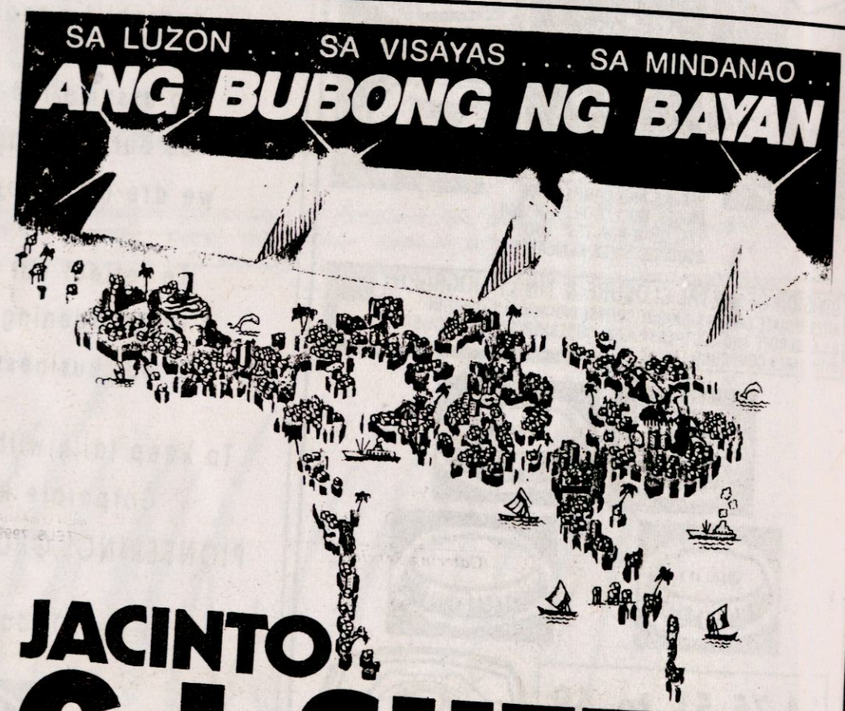
PLUMBING and SPRINKLER
FIRE FIGHTING SYSTEM
CONTRACTORS SALES
AND SERVICES

PPCI Bldg. # 40 Mabilis St.
East Avenue, V. Luna Road,
Diliman, Quezon City

Tels. # 922-4011 – 922-40-14
922-30-76 - 921-18-31
922-40-25
Fax. # 921-18-30

SA LUZON . . . SA VISAYAS . . . SA MINDANAO . . .

ANG BUBONG NG BAYAN



JACINTO

G.I. SHEET

Sa loob ng 30 taon saan mang dako ng kapuluan, walang alinlangan na Jacinto G.I. Sheet pa rin ang bubong na higit na inaasahan

Jacinto G.I. sheet May pinagsamang tibay at ganda na mahirap pantayan. Sadyang ginawa sa pamamagitan ng makabagong pamamaraan Upang dulutan ka ng serbisyong lunay na pangmatagalan

Mas pantay ang Zinc Coating
May Zinc coating na pantay na pantay ang application alinsunod sa "mandatory BPS standard" na 2215 Kaya't higit na matibay at mas tumatagal kaysa ibang GI sheet

May Uniform Spangles o "Bulaklaking Anyo"
Ito ang katibayan na mas pantay talaga ang pagkakapply ng zinc coating. At dahil sa karagdagang "Tin" at "Antimony", lalong napapaganda ang anyo ng bubong

Kilala sa Taas ng Uri
Kaya't sa ilang hindi inaasahang nagkakataon na ang presyo'y itinataas, Jacinto G.I. Sheet pa rin ang bubong na hinahanap-hanap.Ang pinagkakaniwalaan ng karamihan Millions of homes prove it:

Millions of homes prove it.

GRUPO P. JACINTO

JACINTO IRON & STEEL SHEETS CORPORATION
PLANT ADDRESS Km. 21 Quirino Highway, Novaliches
Quezon City, M.M • Tels 901-74/88/89

Nobody knows roofing better than Jacinto.



EARN BIG MONEY FAST!

JOIN!

Personal Collection

COSMETICS • PERSONAL & HOME CARE PRODUCTS

Start your own business by becoming a Personal Collection Dealer!

Be part of the fastest growing direct selling company and enjoy:
— the highest possible income through the best program in the industry
— invaluable sales training plus excellent company benefits and privileges
— exclusive distributorship of fast-selling cosmetics, personal and home care products.

Come and see us at:

ROCES BRANCH
95 Roces Ave.
Quezon City
Tel. No. 99-93-06
SHAW BLVD. BRANCH
San Buena Bldg.
Shaw Blvd. cor Edsa
Tel. No. 531-42-75/531-43-53
MAKATI BRANCH
7672 Cuanco St. cor Evangelista

Pio Del Pilar, Makati
TAFT AVE. BRANCH
Dona Felisa Syjuco
Suite E. Remedios St.
cor. Taft Avenue
Tel No. 50-12-61 loc. 15/16
LAS PINAS BRANCH
Pamplona Food St.
Real St., Pamplona
Tel. No. 802-15-91

NOVALICHES BRANCH
2nd Floor Jordan
Commercial Complex
Jordan Subd. Novaliches
MARIKINA BRANCH
276 Bonifacio Ave
Tanong Marikina
SAN FERNANDO BRANCH
2nd Floor Rodriguez Bldg.
Dolores, S.F. Pampanga

MALOLOS BRANCH
Cafe Valenzuela 400
Malolos
CABANATUAN BRANCH
DBP Building
Burgos Avenue
Cabanatuan City
LUCENA BRANCH
2nd Floor Recio Bldg.
Merchan and Rizal St.
Lucena City

ISABELA BRANCH
Superking Claudio Bldg.
Maharlika Highway
Santiago Isabela
(fronting North Eastern College)
LA UNION BRANCH
CCC Building
Sevilla Street
San Fernando, La Union
NAGA BRANCH
Rey-Ves Bldg.

Concepcion Grande
Naga City
Tel No. 566-71 / 571-03
LEGASPI BRANCH
2nd Floor Rosario Bldg.
Rizal St. Legaspi City
CEBU BRANCH
2nd Flr. Trans Asia Bldg.
Juan Luna cor.
MJ Cuenco St. Cebu City
Tel No. 967-53 / 994-25

DAVAO BRANCH
801 Pelayo Bldg
E. Jacinto St.
Davao City
Tel No. 710-56
ILOILO BRANCH
2nd Floor Jesena Bldg.
Jalandoni St. Iloilo City
BACOLOD BRANCH
2nd Floor Yusay Arcade
Araneta St., Bacolod City

CAGAYAN DE ORO BRANCH
2nd Floor CBM Bldg.
cor. Osmena St.
Limketkai Drive
Cagayan de Oro City
Tel No. 724-968
ZAMBOANGA BRANCH
2nd Floor Dennis
Hardware Bldg.
La Purisima Zamboanga City
Tel No. 51-96 / 53-46

TOYOTA
QUEZON AVENUE INC.



TOYOTA DIRECT
712-5001

SALES (742-5233) * PARTS (731-5123) * SERVICE (741-8816)

TQA

DEALER OF THE YEAR 1989 & 1990

TOYOTA QUEZON AVENUE, INC.
728 QUEZON AVE., Q.C.
TEL. 712-5001 TO 06 / 741-8818
FAX: 741-8820 • 731-8211
"TWICE THE BEST AMONG THE BEST"

Collins & Aikman

NEW YORK, USA
CONTEMPORARY CLASSIC COLORS BLENDED ON THE LOOM

DISTRIBUTOR:
IMPORTED U.S. MOHAIR, U.S. RUBBERIZED, U.S. FABRICS
U.S. VELVET, U.S. LEATHERETTE AND U.S. SOFA CLOTH

EXCLUSIVE LINES DISTRIBUTED BY:

SHELL (BUENDIA) CANVAS & UPHOLSTERY SUPPLY
1999 BUENDIA AVE., PASAY, METRO MANILA
(BETWEEN TAFT AVE. AND LEVERIZA)
TELS. 831-47-21; 831-31-03; 831-63-53
832-12-82; 832-12-87; 833-04-78

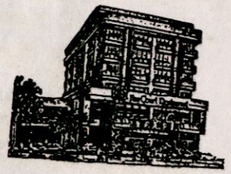
SHELL CANVAS & UPHOLSTERY SUPPLY
2345-A TAFT AVENUE, PASAY, METRO MANILA
TELS. 831-03-48; 833-04-77

SHELL (CUBAO) CANVAS & UPHOLSTERY SUPPLY
816 E. DE LOS SANTOS AVE. COR. KAMIAS ROAD, QUEZON CITY
TELS. 922-87-08; 922-87-11; 922-77-97; 921-85-46
FAX - 63-2-922-86-98

漢宮海鮮酒家
Han Court Restaurant
A Tradition of Excellence

Cantonese
Nouveau Cuisine
in Greenhills

- *Banquet Ballroom for 800 guests*
- *8 VIP Rooms*
- *Daily Dimsum during Lunch Time*
- *Catering Service*
- *Valet Parking*
- *Laser Karaoke*



ANNAPOLIS TOWER
43 ANNAPOLIS STREET
GREENHILLS, SAN JUAN,
METRO MANILA, PHILIPPINES
TELS. 799910-786140
FAX 7220373



FOR SAFETY LADDERS SEE US FIRST.

2-Way Combination Ladder
Available in 5 different sizes from 1.67m to 4.11 m (51/2' to 13 1/2')

Fiberglass Extension Ladders
Available in 5 different sizes from 3.96 m to 8.84 m (13' to 32')

Fiberglass Step Ladder
Available in 4 different sizes from 1.22 m to 2.44 m (4' to 8')

Multi-Purpose/ Multi-Position Fold-Away Ladder
Available in 5 different sizes from 3.0 m to 6.0 m (10' to 20')

Aluminum Extension Ladders
Available in 8 different sizes from 3.35 m to 10.66 m (11' to 35')

Foldable Clothesline

Folded Expended

A-I INDUSTRIES, INC.
52 Judge Juan Luna St., SFDM, Quezon City
Tel. Nos. 921-38-71; 922-38-72 to 78; 922-36-62; 99-01-60
Fax No. 63-2-9223661

SHOWROOM: 35-B QUEZON AVENUE, QUEZON CITY TEL. NO. 741-32-49

Oriental

CORRUGATED FIBREBOARD BOX CO.

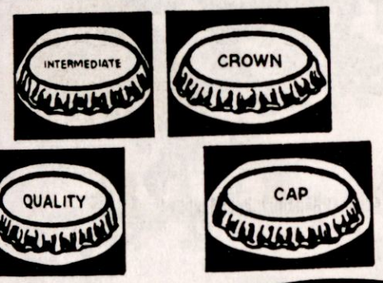
ORIENTAL CORRUGATED FIBREBOARD BOX CO.
CHUA TEE CORPORATION OF MANILA
87-89 QUIRINO HIGHWAY, BAESA QUEZON CITY, PHIL.

DIVISION OF: CORRUGATED CARTONS



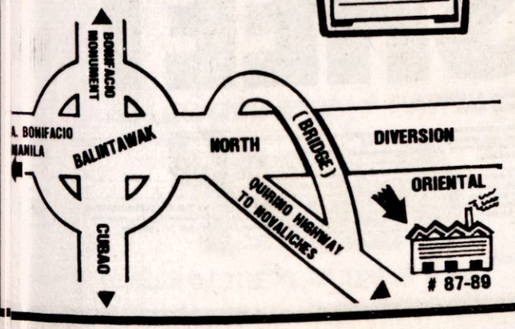
QUALITY SHIPPING CARTONS. SERVICE AND COMPETITIVE PRICES. MULLER TEST OF 200, 175, 125 & NON-TEST. ANY REQUIRED SIZES AVAILABLE

DIVISION OF: METAL CLOSURE & TIN LITHOGRAPHY
INTERMEDIATE CROWN-A UNIQUE CROWN CAP WIDELY USED IN U.S.A., EUROPE AND SOUTHEAST ASIA. SUPERIOR SEALING POWER WITH DAREX COMPOUND LINING.



34-75-51 to 59





A CHANGE OF NAME

ENGINEERING EQUIPMENT, INC.
has today changed its name to
EEI CORPORATION.

To mark the beginning
of a new era of renewed strength,
dedication and excellence.

To assume the EEI acronym
as our new name for which
we are more popularly known.

To reflect our strong efforts
of broadening the scope of
our business activities.

To keep faith with our fundamental
Corporate Philosophy of
PIONEERING, GROWTH, LEADERSHIP.

Yes, Today We Are...

EEI CORPORATION
1921

EEI CORPORATION
188 E. Rodriguez Jr. Ave., Ortigas Industrial Estate
Libis, Quezon City, MetroManila 1110
Tel. Nos. 722-1363 to 68
Facsimile Nos. (632)722-0644; (632)722-7107

For God so love the world, that he gave his only begotten son, that whosoever believeth in him should not perish, but have everlasting life.

John 3:16

ACES

DRILLING AND EQUIPMENT CORP.

MAT D. FLORES

ROTARY AND PERCUSSION DRILLING
WELL SCREEN SALES
PUMPS/WELL REHABILITATION
GEOPHYSICAL STUDIES

123-A Kalayaan Avenue, Quezon City, M.M.
Tel. No. 921-58-91, 921-4899

PHILIPPINE PLUMBING COMPANY, INC.

PLUMBING and SPRINKLER
FIRE FIGHTING SYSTEM
CONTRACTORS SALES
AND SERVICES

PPCI Bldg. # 40 Mabilis St.
East Avenue, V. Luna Road,
Diliman, Quezon City

Tels. # 922-4011 – 922-40-14
922-30-76 - 921-18-31
922-40-25
Fax. # 921-18-30



JACINTO

G.I. SHEET

Sa loob ng 30 taon saan mang dako ng kapuluan, walang alinlangan na Jacinto G.I. Sheet pa rin ang bubong na higit na inaasahan

Jacinto G.I. sheet May pinagsamang tibay at ganda na mahirap pantayan. Sadyang ginawa sa pamamagitan ng makabagong pamamaraan Upang dulutan ka ng serbisyong tunay na pangmatagalan

Mas pantay ang Zinc Coating
May Zinc coating na pantay na pantay ang application alinsunod sa "mandatory BPS standard" na 2215 Kaya't higit na matibay at mas tumatagal kaysa ibang GI sheet

May Uniform Spangles o "Bulaklaking Anyo"
Ito ang katibayan na mas pantay talaga ang pagkakaka-apply ng zinc coating: At dahil sa karagdagang "i'n" at "Antimony", lalong napapaganda ang anyo ng bubong

Kilala sa Tase ng Uri
Kaya't sa ilang hindi inaasahang nagkakataon na ang presyo'y itinataas, Jacinto G.I. Sheet pa rin ang bubong na hinahanap-hanap.Ang pinagkakaniwalaan ng karamihan Millions of homes prove it:

Millions of homes prove it.

GRUPO F. JACINTO

JACINTO IRON & STEEL SHEETS CORPORATION
PLANT ADDRESS Km. 21 Quirino Highway, Novaliches
Quezon City, M.M. • Tels. 931-745/95/96

Nobody knows roofing better than Jacinto.



EARN BIG MONEY FAST!

JOIN!

Personal Collection

COSMETICS • PERSONAL & HOME CARE PRODUCTS

Start your own business by becoming a Personal Collection Dealer!

Be part of the fastest growing direct selling company and enjoy:
— the highest possible income through the best program in the industry
— invaluable sales training plus excellent company benefits and privileges
— exclusive distributorship of fast-selling cosmetics, personal and home care products.

Come and see us at:

ROCES BRANCH
95 Roces Ave.
Quezon City
Tel. No. 99-93-08
BHAW BLVD. BRANCH
San Buena Bldg.
Shaw Blvd. cor Edsa
Tel. No. 531-42-75/531-43-53
MAKATI BRANCH
7672 Cuanco St. cor Evangelista
Pio Del Pilar, Makati
TAFT AVE. BRANCH
Dona Felisa Syjuco
Suite E. Remedios St.
cor. Taft Avenue
Tel No. 50-12-61 loc. 15/16
LAS PINAS BRANCH
Pamplona Food St.
Real St., Pamplona
Tel. No. 802-15-91
NOVALICHES BRANCH
2nd Floor Jordan
Commercial Complex
Jordan Subd. Novaliches
MARIKINA BRANCH
276 Bonifacio Ave
Tanong Marikina
SAN FERNANDO BRANCH
2nd Floor Rodriguez Bldg.
Dolores, S.F. Pampanga
MALOLOS BRANCH
Cale Valenzuela 400
Malolos
CABANATUAN BRANCH
DBP Building
Burgos Avenue
Cabanatuan City
LUCENA BRANCH
2nd Floor Recio Bldg.
Merchan and Rizal St.
Lucena City
ISABELA BRANCH
Superking Claudio Bldg.
Maharlika Highway
Santiago Isabela
(fronting North Eastern College)
LA UNIÓN BRANCH
CCC Building
Sevilla Street
San Fernando, La Union
NAGA BRANCH
Rey-Ves Bldg.
Concepcion Grande
Naga City
Tel No. 568-71 / 571-03
LEGASPI BRANCH
2nd Floor Rosario Bldg.
Rizal St. Legaspi City
CEBU BRANCH
2nd Flr. Trans Asia Bldg.
Juan Luna cor.
MJ Cuenco St. Cebu City
Tel No. 967-53 / 994-25
DAVAO BRANCH
801 Pelayo Bldg
E. Jacinto St.
Davao City
Tel No. 710-56
ILOILO BRANCH
2nd Floor Jesena Bldg.
Jalandoni St. Iloilo City
BACOLOD BRANCH
2nd Floor Yusay Arcade
Araneta St., Bacolod City
CAGAYAN DE ORO BRANCH
2nd Floor CBM Bldg.
cor. Osmena St.
Limketkai Drive
Cagayan de Oro City
Tel No. 724-959
ZAMBOANGA BRANCH
2nd Floor Dennis
Hardware Bldg.
La Purisima Zamboanga City
Tel No. 51-98 / 53-46

TOYOTA
QUEZON AVENUE INC.



TOYOTA DIRECT
712-5001

SALES (742-5233) * PARTS (731-5123) * SERVICE (741-8816)

TOA

DEALER OF THE YEAR 1989 & 1990

TOYOTA QUEZON AVENUE, INC.
728 QUEZON AVE., Q.C.
TEL. 712-5001 TO 06 / 741-8818
FAX: 741-8820 • 731-8211
"TWICE THE BEST AMONG THE BEST"

Collins & Aikman

NEW YORK, USA
CONTEMPORARY CLASSIC COLORS BLENDED ON THE LOOM

DISTRIBUTOR:
IMPORTED U.S. MOHAIR, U.S. RUBBERIZED, U.S. FABRICS
U.S. VELVET, U.S. LEATHERETTE AND U.S. SOFA CLOTH

EXCLUSIVE LINES DISTRIBUTED BY:

SHELL (BUENDIA) CANVAS & UPHOLSTERY SUPPLY
1999 BUENDIA AVE., PASAY, METRO MANILA
(BETWEEN TAFT AVE. AND LEVERIZA)
TELS. 831-47-21; 831-31-03; 831-63-53
832-12-82; 832-12-87; 833-04-78

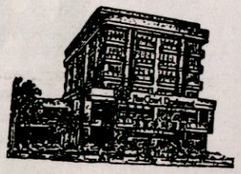
SHELL CANVAS & UPHOLSTERY SUPPLY
2345-A TAFT AVENUE, PASAY, METRO MANILA
TELS. 831-03-48; 833-04-77

SHELL (CUBAO) CANVAS & UPHOLSTERY SUPPLY
816 E. DE LOS SANTOS AVE. COR. KAMIAS ROAD, QUEZON CITY
TELS. 922-87-08; 922-87-11; 922-77-97; 921-85-46
FAX - 63-2-922-86-98

漢宮海鮮酒家
Han Court Restaurant
A Tradition of Excellence

Cantonese Nouveau Cuisine in Greenhills

- *Banquet Ballroom for 800 guests*
- *8 VIP Rooms*
- *Daily Dimsum during Lunch Time*
- *Catering Service*
- *Valet Parking*
- *Laser Karaoke*



ANNAPOLIS TOWER
43 ANNAPOLIS STREET
GREENHILLS, SAN JUAN,
METRO MANILA, PHILIPPINES
TELS. 799910-786140
FAX 7220373

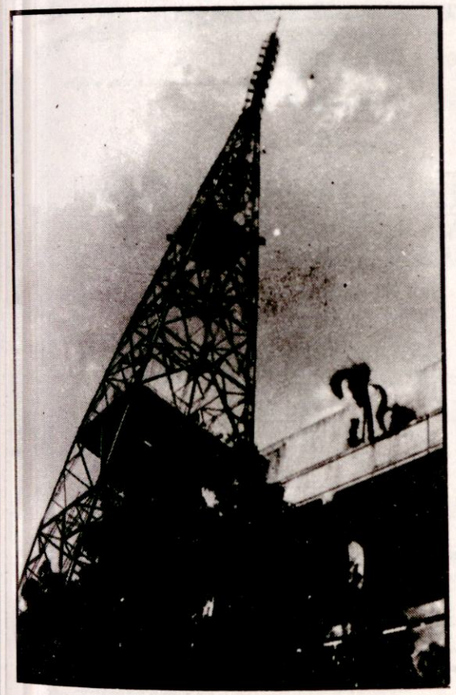
FOR SAFETY LADDERS SEE US FIRST.



A-I INDUSTRIES, INC.
52 Judge Juan Luna St., SFDM, Quezon City
Tel. Nos. 921-38-71;922-38-72 to 78; 922-36-62;99-01-60
Fax No. 63-2-9223661

SHOWROOM: 35-B QUEZON AVENUE, QUEZON CITY TEL. NO. 741-32-49

We Salute The Movers And Leaders of Quezon City!



ABS CBN
Broadcast Centre Complex
A Historic Landmark in Quezon City
PROUD TO SERVE THE FILIPINO WORLDWIDE

Very much at home in Quezon City. . . . . .

GOETHE-INSTITUT
MANILA
GERMAN CULTURAL CENTER

CULTURAL PROGRAMS
GERMAN LANGUAGE COURSES
LIBRARY

687 Aurora Boulevard
Quezon City, Metro Manila
Tel. 722 4671-73
Fax: 722 4673

Jesus sayeth unto him, I am the way, the truth, and the life: no man cometh unto the Father, but by me.

John 14:6

BOTAK PASADYA

CSC CEJOGUA SPORTS CORPORATION

131 Kamuning Road
Quezon City, Philippines
Tels. 977743 • 9227868
9215947

power

CONSTRUCTION SUPPLY CO.
130 Judge Luna St., SFDM
Ofc. Tel. Nos. 99-26-61 to 72
Fax No. 921-0289
Cable Add. POWERCONST

WE'RE JUST A CALL AWAY!

MAKATI • SHANGRI-LA PLAZA **Rustan** CUBAO • HARRISON PLAZA • CEBU
SUPERMARKETS

Gives You

DIAL-A-FAST MEAL, SHOP EASY BY PHONE!

PHONE IN AND ASK FOR OUR EXCLUSIVE SERVICES WITH YOUR CONVENIENCE IN MIND.

GROCERING

Have All Your Groceries Delivered Free of Charge

The perfect way to shop for those who are busy or always on the go.

Just dial up the appropriate numbers below and place your grocery requirements and daily necessities - from quality canned goodies, to high-nutrition baked delis, to fresh meat and produce to international specialty foods and others. We'll pack and deliver them to your homes or offices! Or, you can pick them up later in the day, just tell us the time.

- MAKATI : Ms. Mayet Almazan or Mr. Edwin Sinnung 887277/889275/887241
- SHANGRI-LA PLAZA : Mr. Boy Samson or Ms. Myrna Sauler 6334425/6334497
- CUBAO : Ms. Cynthia Ala or Mrs. Socorro Canilang 9213109
- HARRISON PLAZA : Mrs. Lita Garcia or Mrs. Camela Mafiego 5218330/5218295
- CEBU : Lydia Macariola or Lani Duran 218228/218315

HOME FOOD EXPRESS

Great-tasting Meals For Take-Out and Delivery

When your appetites crave for our scrumptiously tasty offerings, you can now have them delivered right at your doorsteps or readied for pick-up. Just give us a ring at the following numbers:

- CUBAO : 921-2831 loc. 225 Babette Abarra/Mariz Aurello
- SHANGRI-LA PLAZA : 633-44-97/633-44-25 Dona Landicho
- MAKATI : 816-1786 loc. 239 Annie Encina/Juliet Rivera
- HARRISON PLAZA : 521-1140 loc. 251 Rema Antonio/Fel Welong
- CEBU : 21-8228 Marivic Ramas 21-8315 Lydia Macariola

OUR MENU

SOLO SNACK PACKS
Pancit Canton
Pancit Bihon Guisado
Pancit Palabok
Pizza Pie
Spaghetti
French Fries

HEARTY MEAL PACKS
Mini Hamburgers Steak w/ sweet corn and string beans
Potato Salad
Rice or Buttered Toast
Fruitted Gelatin
Spaghetti w/ Meatballs
Raisin-Pineapple-Cabbage Slaw
Buttered Toast
Fruitted Gelatin

SHORT STUMPS
Pork Adobo w/ white Rice and Achara
Pork Tocino w/ Fried Rice and Achara
Grilled Pork Chop w/ White Rice and Achara
Pork Satti w/ Javanese Rice
Chicken Barbecue w/ White Rice and Achara
Chicken Chopsuey
Fried Chicken, Whole
Fried Chicken, half

SUPER SANDWICHES
Hamburger
Cheeseburger
Ham and Egg
Tuna Sandwich
Chicken Sandwich
Roast Beef Sandwich
Yum Yum Clubhouse Sandwich

* Additional selections may be available, please inquire when you call.

A GIFT OF DISCOUNTED DINING
Proof of at least P400 worth of purchase accumulated within a period of one (1) week entitles you to a 10% discount on selected Yum Yum Tree or Bakers Kingdom items.

May Extra Tender Loving Care Ka Sa Rustan Supermarkets!

GREETINGS FROM:

REGAL FILMS, INC.

38 VALENCIA ST., QUEZON CITY

LOUDSPEAKERS INTERCOM SYSTEM





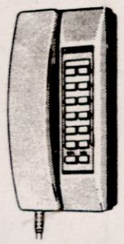
LAM
With LED annunciation for sub station and timed 20-second automatic shut off system. Ideal for shop, residences, warehouses, snowrooms. Good for 4 locations.



LAF
Equipped with all call, background music and door release (LAF-IOS). It also has privacy button & 3-call sub & door station. For offices, warehouses and manufacturing plants. Good for 4-11 locations

AIPHONE®
Delivers your communication needs!

AIPHONE offers you a wide array of intercom models to choose from to match your communication needs.



TD-H
For offices, manufacturing plants and business, it is equipped with a home-run wiring. Full truckage communication and zone page with or without talkback. Good for 2-13 stations.



TD-Z
Ideal for manufacturing plants and offices, it is equipped with a home-run wiring, full truckage communication and zone page with or without talkback. Good for 2-13 stations.



PHONE TYPE INTERCOM SYSTEM

AIPHONE is intercom.

HEART & LUNG

DIAGNOSTIC CLINIC, INC

132 Kalayaan Ave., Diliman, Q.C. Tel. 922 2748

Services Offered: Echocardiogram • Stress Test • ECG • Ultrasound • Blood Chemistry • Pulmonary Function Test • X-ray • 24-hour BP Monitoring • 24 hour HOLTER Monitoring



Our new name matches exactly how we feel about you.

Frankly, that's how we feel when you choose the only all-Filipino luxury hotel chain.

The Philippine Village Hotel is Manila's only airport hotel, built for your convenience and loaded with amenities. Silahis International Hotel is probably the best located hotel along Roxas Blvd, where one can view the famed sunsets at Manila Bay. And Puerto Azul Beach Hotel is total luxury and fun, with a seaside golf course that is easily among the best in Asia.

Three fine hotels that feel grand about you.

Now that's Grand!

GRAND
HOTELS & RESORTS GROUP

18th Floor, SILAHIS INTERNATIONAL HOTEL, 1990 Roxas Boulevard, Manila, Philippines
P.O. Box 776 MLA., PHIL. • Phone: 573811 or 5210004 • Cable: SILATEL MANILA
Telex: 63163 SILTEL PN; ETPISH PN • Fax: 63-2-698869 or 63-2-502526

BUSINESS *with* PLEASURE

The Tamarind Grill's hushed elegance and warm personalized service provide a perfect setting for business meetings... leisure dining... or both.

Shop talk at our bar...

Let our bartender fix you something from our well-stocked bar while you relax with your friends for a little bit of shop talk.

Haute cuisine at our buffet table...

From apperitifs to desserts, our chefs take care of every detail to make dining a pleasurable experience.

- Lunch buffet: Wednesdays, Fridays and Sundays
- US Prime Rib Night: Thursday thru Sunday evenings

Party for 2 or 100 at our function rooms...

Our private rooms upstairs can fit in up to 100 guests on any occasion you wish to celebrate: clinching a deal, corporate meeting, birthday, anniversary.

Evening serenade...

Fine dining calls for soothing music. Our pianist will serenade you every evening.

Bring home Tamarind Grill's fine dining experience...

Planning for a party? Let our expert catering crew help you whip up exotic dishes and worry about the rest.

The Tamarind Grill
190 T. Morato Avenue, Quezon City
Tel. Nos. 922-6511; 986-094
Easy Call 869-1111 Pager No. 212137

The *Tamarind Grill*

It's more than a Center . . . It's a City!

THE SM CITY
NORTH EDSA



CITY CENTER • THE CARPARK PLAZA • ANNEX

HYDRO RESOURCES CONTRACTORS CORPORATION

HYDRO

100-E. RODRIGUEZ JR. AVE., UGONG NORTE
QUEZON CITY, PHILIPPINES
TELS.: 633-13-71 TO 75, 633-11-92/94/96
TELEX: 42274, HYD PM
FAX: 633-1201, 633-1193
CABLE: HYDRO MANILA
CLASSIFICATION: GENERAL CONTRACTOR
CATEGORY: "A A A"

EXPERTISE:
DAMS, TUNNELS, POWER PLANT, GEOTHERMAL, IRRIGATION, FLOOD CONTROL, DREDGING & RECLAMATION, HIGHWAYS, ROADS AND BRIDGES, BUILDINGS, AIRPORT, PORTS, EARTHMOVING, AGGREGATE PRODUCTION, QUARRY, MINE DEVELOPMENT AND OTHER ENGINEERING SERVICES.

MEMBER:
ASSOCIATED CONTRACTORS EQUIPMENT LESSORS INC. (ACEL)
PHILIPPINE CONTRACTORS ASSOCIATION (PCA)

APO Production Unit, Inc.
EDSA, Diliman, Quezon City, Philippines
☎ (632) 99-15-91 to 95; Fax: (632) 963750

Quality printer of-

- Books, Bibles (hardbound and paperback), magazines, calendars, posters, diaries, postage stamps, carbonless forms/receipts, and labels.
- Complete line of equipment from photo typesetting to binding. Also renders copy editing and export handling services.

Taipei City Council

IN CELEBRATION OF THE 53RD ANNIVERSARY OF QUEZON CITY REPUBLIC OF THE PHILIPPINES

TAIPEI CITY COUNCIL TAIPEI SISTER CITIES COMMITTEE REPUBLIC OF CHINA



AN EXCEPTIONAL EXAMPLE

Taiwan: A Dynamic Society

NO SOCIETY UNDERGOING RAPID changes can avoid encountering conflicts of values and problems of restructuring. The Republic of China on Taiwan, in this respect, is no exception. However, in the course of its social and economic development, the ROC is one of a few countries which have successfully transformed their social and economic structure from old modes of production and standard of values into modern ones in such a relatively short period of time.

In a number of instances the ROC has even been cited as a exceptional example of social and economic development, meaning that the country, which has sustained a high economic growth rate over the past four decades, has not succumbed to the pitfalls of so-called development with dependence. On the contrary, Taiwan has become an outstanding model of redistribution with growth.

Although many internal and external factors have contributed to this redistribution with growth, two in particular have played a primary role. The first is the ROC's high level of education. Rapid expansion of both elementary and higher education dropped the illiteracy rate to less than 10 percent of the total population in less than two decades, an accomplishment rarely witnessed in most developing countries.

A simultaneous increase in the number of graduates from universities and technical colleges has not only provided the manpower needed for industrialization, but has also increased social mobility and brought about a more equal social stratification.

The second factor contributing to redistributive development with growth in Taiwan has been a consistently high rate of labor participation and a correspondingly low rate of unemployment. Over the past decades, unemployment has never been higher than 2.5 percent. Even during the global oil crisis, the unemployment rate remained below 3 percent.

However, growing international trade competition, as well as domestic social and economic reconfiguration in the 1990s, may well portend that Taiwan's economic growth rate has peaked. Lacking an abundant labor supply, the ROC can no longer maintain its manufacturing advantage of before. In fact, the country now faces a pressing shortage of semi-skilled or less-skilled labor because of a low incentive to work among native industrial workers.

Consequently, the ROC government has been forced to introduced a new labor policy to allow in alien workers from neighboring countries. The ROC is thus one of only a few countries in the world that have adopted policies to accept labor from foreign countries. Furthermore, economic investment has remained low, to the detriment of uplifting the ROC industry from labor intensive to technical- and capital-intensive level.

In view of these changes in the 1990s, one may wonder what the future holds for Taiwan, and how society and government will react to these challenges. From a sociological viewpoint, the ROC will undoutedly maintain its momentum and dynamism as it makes the transition from a NIC (newly industrial country) to a fully-industrialized nation.

THE COUNTRY IS BOUND TO ENCOUNTER TWO major social challenges during the mid-1990s. The first is a growing disparity between rich and poor. Government statistics reveal that prior to 1990, the ratio of the top 20 percent of income earners to the bottom 20 percent averaged about 4.5 to 1, a clear indicator of improved income redistribution. Since 1990, the gap between the rich and the poor has widened from 4.5 to 4.8 and higher.

The second social challenge is an awakening consciousness of civil rights among the populace. This will lead to growing pressure from the general public for more social safeguards and a more extensive social welfare system.

This in turn will inevitably lead to more government intervention in the distribution and redistribution of social and economic resources, as well as political resources at times.

The ROC government has responded to these challenges by adopting and implementing several policies. The first is a set of guidelines for public housing designed to meet the needs of lower income citizens.

The government has set a target of building at least 100,000 apartment units over the next five years for either rental or purchase. A special program has been set up by the Council of Labor Affairs to assist workers still without their own houses by providing low interest loan home purchases.

Another significant program is the development of new towns surrounding metropolitan areas. These new towns are designed to ease the pressure for housing in urban areas. The government will develop the requisite infrastructure — roads, water and power supply, transportation etc. — before the ground of a new town is broken.

THE SECOND POLICY INVOLVES A PROGRAM for on-the-job training and employment promotion to facilitate an upgrade from labor-intensive to technically-intensive industry. The ROC government has promulgated the Employment Service Law to facilitate employment opportunity and regulate labor exchange. The new law will lay the foundation for regulating the iminent influx of foreign workers into Taiwan.

The third policy guideline calls for social welfare in a changing society. The needs for welfare have not only emerged out of awakening consciousness for social welfare rights, but derived out of a rapid demographic shift toward an aging society. By the end of the century, those aged 65 and over will count for more than 8.5 percent of the total



population, primarily due to a decline in both fertility and mortality rates.

The government is at present preparing a policy for social welfare development during the 1990s which will define the parameters of both governmental and non-governmental welfare mechanisms in meeting the needs of the elderly, the handicapped, young adults, children and women. Basic social welfare laws are already in place to implement these policy guidelines.

The government budget for welfare and social safeguards has substantially increased from less than 10 percent of the total central government budget before 1988 to more than 15 percent in 1992. The government has also encouraged individual families and private welfare agencies with subsidies and grants to function as primary care-providers for needy people.

These policy guidelines are also designed to avoid the drawbacks of centralized state welfare administration encountered in some Western nations.

Based upon the above policy guidelines, the ROC government has, in the past few years, launched at least three major social programs designed to lead to a welfare society. The first is a nationwide health insurance program planned for mid-1994 that will cover the total population of 20.5 million people in Taiwan.

Its benefits will primarily include maternity and medical services for both in-patient and out-patient treatment in the event of sickness or injury. The costs for this nationwide health insurance will be borne jointly by government, employers and individual insurers.

Once this program takes effect, Taiwan will be one of a handful of nations in Asia and the Pacific region with a national health insurance program.

The second program is an integrated social welfare system for socially and economically disadvantaged citizens. A growing social need for income maintenance and social security has led the ROC government to recently introduce more comprehensive programs for low income families, than in the past.

SOCIAL PROTECTION PROGRAMS FOR CHILDREN ARE now available for single-parent and needy families, as well. Recent rapid demographic structural changes that will soon result in an aging society have led the government to design a series of welfare programs, ranging from retirement pensions for industrial workers and institutional care for elderly without family support to institutional or home nursing care for the elderly who require it.

In recent years, the central and local government budgets for social welfare and personal social services have grown from less than 12 percent of the total central government budget in 1990 to over 16 percent in 1992. It is estimated that this percentage will rise to over 20 percent following implementation of national health insurance in Taiwan.

The third program will implement an integrated employment network for occupational training and employment consultation. In addition to permitting the importation of foreign labor from neighboring countries to ease the present labor shortage in the labor-intensive and construction industries, the ROC government has also launched a program to promote technical retraining and encourage greater labor participation.

Coupled with the dynamism generating the rapid pace of development in recent years, implementation of the above programs should move Taiwan quickly and smoothly toward a welfare society.

DONORS:

SUNSHINE MOTORS CORP.
18 Mother Ignacia Avenue, Q. City
Tel. 966706/966746

BULLHORN TRADE, INC.
13 Scout Limbaga St., Q. City
Tel. 997710/969869

METAL WEALTH ENT.
General Luis St., Novaliches,
Quezon City

TENEMARK APPLIANCES, INC.
35 Kalayan Avenue, Diliman
Quezon City

KRISTAR PROMOTION
Timog Avenue, Quezon City

BGY. CAPT. BONIFACIO RILLON

MURPHY PUBLIC MARKET VENDORS ASSOCIATION

R.B. AGUILA ENTERPRISES
439 E. Rodriguez Sr. Blvd.
Cor. New York, Quezon City

ALELI'S FOOD PRODUCTS
18 Banuyo St., Proj. 3, Quezon City
Tel. 9221411/987254

LIVINGTON AUTO SUPPLY
Retiro St., Quezon City

DAPITAN PUBLIC MARKET VENDORS ASSOCIATION

NIKKO DIESEL PARTS & SUPPLY
Banawe St., Quezon City

ROXAS PUBLIC MARKET VENDORS ASSOCIATION

MR. DIKIAM'S
SM City, EDSA

FIESTA Kapampangan
SM City, EDSA

MING'S GARDEN
SM City, EDSA

CHIN CHIN
SM City, EDSA

SINGANGAG PLAZA
SM City, EDSA

FLAMING HOT
SM City, EDSA

HAPAG KAINAN
SM City, EDSA

ELAR PORKY'S TREAT
SM City, EDSA

CANTONESE FOOD
SM City, EDSA

CHAMPION FEED MILLS
74 M.H. del Pilar, SFDM, Q.C.

GREEN LEAF
SM City, EDSA

GREENWICH PIZZA
SM City, EDSA

ROCK GARDEN
Commonwealth Ave., Q. City

FOOK YUEN FOOD CTR.
558 Banawe St., Q. City

MISS SAIGON DISCO
Timog, Quezon City

GREENFIELD TODA
Quirino Hi-Way Nova. Q.C.

OBCH TODA
Old Balara, Q.C.

PAROKYA NG PAGKABUHAY TODA
625 Parokya ng Pagkabuhay

MALIGAYA, CAMARIN TODA
Maligaya Park Subd., Nova., Q.C.

SOTODA, INC.
57 Liberty Ave., Q.C.

TERESITA REYES
30 -- Liberation st., Galas, Q.C.

TERESITA BERNARDO VIROLA
Proj. 2 Market, Proj. 2, Q.C.

CELESTE GUERRERO
40-15TH Ave. Murphy, Q.C.

NEL A. PEREZ
Murphy, Q.C.

FELIPE MONTEFALCO
No. 91 Murphy, Q.C.

EVANGELISTA STORE
Stall 75-76, Murphy, Q.C.

ARLYN L. FERNANDEZ
Stall 83, Murphy Public Mkt., Q.C.

CRISENCIA V. SANTOS
Masigla st., Taytay, Rizal

DOMINGO JOSON
10 East Rd., Q.C.

RET. CREDIT COOP., INC.
Kubili st., Proj. 2, Q.C.

MARKET VENDORS & RETAILERS CREDIT COOP., INC.
Kubili st., Proj. 2, Q.C.

MKT. VENDORS ASSO.
Kubili st., Proj. 2, Q.C.

FRISCO MKT. CREDIT COOP., INC.
Frisco Market, Q.C.

FRIMAVAS ASSO.
Frisco Market, Q.C.

MERCY'S DRY GOODS
Frisco Market, Q.C.

PARMEROLA MDSE.
Frisco Market, Q.C.

BASINA RICE DEALER
Frisco Market, Q.C.

AMOR SARI-SARI STORE
Frisco Market, Q.C.

JUACHON FOOTWEAR
Frisco Market, Q.C.

MARIAM'S TEXTILE
Stall 150-C, Kamuning Mkt., Q.C.

JANIFFERY TAILORING
Stall 150-G, Kamuning Mkt., Q.C.

AM'S BURGER
Stall 150-E, Kamuning Mkt., Q.C.

E.S. LOPEZ JEWELRY REPAIR
150-E Textile Section, Kamuning, Mkt., Q.C.

TESS ROSARIO
Stall 150-M, Kamuning Mkt., Q.C.

NIT'Z CURTAINS
150 Kamuning Mkt., Q.C.

BONG'S TAILORING
150-AA-DD Kamuning Mkt., Q.C.

MR. CHUA & MR. CHING
Textile Sec., Kamuning, Mkt., Q.C.

ADORACION VILLENA
Stall 140-141 Kamuning, Mkt., Q.C.

NILDA S. PADILLA
33 K-6th, Kamuning, Q.C.

CONCEPCION RAFAN
Kamuning Mkt., Q.C.

MARILYN ORGANO
Stall 37-39 Kamuning, Mkt., Q.C.

CESARITA SAN JUAN
95 Kamuning, Mkt., Q.C.

ACCESS

ASIAN CENTER FOR CAREER & EMPLOYMENT SYSTEMS & SERVICES, INC.
POEA LICENSE NO. 03-1518

"WE DEPLOY FILIPINO WORKERS
ALL OVER THE WORLD. . . . ."

SUITE 103, HERALD BUILDING
61 MURALLA ST., INTRAMUROS
MANILA, PHILIPPINES

TELS. 47-37-50; 40-28-11; 48-20-01 Loc. 32
TELEX: 66419 ETPTF PN
FAX 00632-587919

DONORS:

CESAR'S STORE
77-79 Kamuning Mkt., Q.C.

ADELA HERNANDEZ
Vegetable Sec. Kamuning, Mkt., Q.C.

ENRIQUE PIO DE RODA JR.
Kamuning Mkt., Q.C.

FIL GARCIA CONSTRUCTION CORP.
Kalayaan st., Quezon City

KAMUNING MARKET COOP
Kamuning, Quezon City

CORAZON VICENCIO
Stall 142-143, Kamuning, Mkt. Q.C.

LIGAYA'S GROCERY
136-137 Kamuning, Mkt., Q.C.

REMCARL FRESH MEAT
Proj. 4 Market, Q.C.

CARLOS D. TUCADINO
40 Evangelista st., Proj. 4, Q.C.

VALENTINA S. SANTIAGO
91-A Proj. 4 Public Mkt., Q.C.

CINCO ENTERPRISES
Aurora Blvd., Quezon City

CESAR SUPERMARKET
A. Bonifacio st., Q. City

POLARIS MERCHANDISING
A. Bonifacio st., Quezon City

CHARLIE MANGUNE
Batasan Toda, Q.C.

VIOLETA ESPINOSA
Dona Juana Toda, Q.C.

DINGDONG AQUINO
BF-MAPAYAPA TODA, Q.C.

MAXIMO TAGLE
Payatas Toda, Q.C.

DANIEL TONGGOL
Area IV Luzon Ave., Q.C.

APOLONIO SAMSON TODA
Bgy. Apolonio Samson, Q.C.

KINGSWOOD TRADING CORP.
Quezon Ave., Quezon City

TRILLES INC.
Matalino cor. Kalayaan Q.C.

COMMONWEALTH TSCI
673 Commonwealth Ave., Q.C.

ABERDEEN COURT
1403 Quezon Ave., Quezon City

Sugbahan SA TIMOG

The Home of
Davao Seafoods
Specialties

68 TIMOG AVE. COR. MOTHER IGNACIA,
QUEZON CITY TEL. 99-00-08

We serve lunch & dinner.

Gibson

GREETING CARDS

A QUALITY **HARTON** PRODUCT

2356-2360 J. A. Santos Drive, Baclaran, Metro Manila
P. O. Box 7036 ADC- MIA Metro Manila 3120 Philippines
Tel. Nos.: 673-1578-80; FAX(632) 8318698

CAN YOU PHONE SOMEBODY IN PUERTO PRINCESA AND TUGUEGARAO WHO DOES NOT HAVE A TELEPHONE?

YES YOU CAN ONLY AT RCPI !!!

The telephone density in the Philippines is only 1.446%. It means that for every 100 persons, only one telephone facility is in place for service.

Outside Metro Manila. The telephone density is even worst at 0.42% per 100 individuals.

With RCPI's telephone service, you can now call anybody in Puerto Princesa and Tuguegarao who does not have a telephone.

Simply call Nos. 98-41-44, 98-41-85 or 96-84-20, 99-50-31 or drop by our counters with telephone facilities and ask for an appointment call.

Remember - Simply ask for an appointment call - We will do the rest!

RCPI also offer fax service via Satellite for both Domestic and International. Local operation are in Cagayan, Tuguegarao, Butuan, Gen. Santos, Iloilo, Zamboanga, Cagayan de Oro, Davao, Ozamis, Tacloban, Pagadian, Santiago, Batangas, Romblon, Tandag and Bongao.



Aso available in Aparri, Butuan, Gen. Santos and Iloilo.

Another RCPI contribution to nation building.

RCPI
YOUR ONE-STOP COMMUNICATIONS NETWORK

Radio Communications of the Philippines, Inc. Tel. nos. 99-00-06; 99-98-96; 99-50-31 up to 35

CONSOLE FARMS CORPORATION

Address:
2 Samat St.,
Sta. Mesa Heights,
Quezon City

Tels.: 731-70-79
731-78-54
731-18-42
731-75-29
Fax No.: 731-6186

Congratulations

to

Mayor Ismael A. Mathay, Jr.

and to the

Officials and Staff

of

Quezon City,

on the occasion of its

Founding Anniversary.

Edna C. Aberilla
Chairman
Cooperative Dev. Authority

Ernesto M. Boado
Director, Manila Extension Office

Greetings from:

KALOOKAN CITY

- **Mayor Macario A. Asistio, Jr.**
- **Congressman Luis (Baby) Asistio**
- **Congresswoman Aurora (Nene) Asistio Henson**

Best Wishes to Quezon City:
Towards New Reforms
And Prosperity

from

Andok's

LITSON
CORPORATION

Leonardo 'Sandy' Javier, Jr.
·President·







WE HAVE ALL WHAT IT TAKES TO SERVE

YOU WITH SHELTER ... NATIONWIDE

NATIONWIDE MARKETING NETWORK CONGLOMERATE:

ASIAN PACIFIC
REALTY & BROKERAGE CORPORATION

BUILDER / CONTRACTOR:

ASIAN PACIFIC
HOMES

DEVELOPER / BUILDER / COMMUNITY PLANNER:

ASIAN PACIFIC
ESTATES DEVELOPMENT CORPORATION

HEAD OFFICE: Asian Pacific Center, 26 Harvard St. near corner Aurora Blvd., Cubao, Q. C.; Tels. 911-2215, 911-2240, 911-0482, 911-0645; FAX No. 911-2217

CEBU REGIONAL OFFICE: 2/F, Q.C. Pavilion, Gorordo Ave Lahug, Cebu City; Tel. 74-547

CAVITE REGIONAL OFFICE: 213 Sn. Agustin Nat'l. Rd., across the Cavite Prov'l. Capitol, Trece Martires City

BATANGAS REGIONAL OFFICE: 2/F, Bayani Savings Bank Bldg., B. Morada St., Lipa City; Tel. 56-2349