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Quezon City

QUEZON CITY TOURISM WEEK



**SOUVENIR PROGRAM
DECEMBER 4 ~ 8, 1978**

Compliments of:

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PROPRIETOR



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Put Sulo Hotel on your business agenda. Part of our service is to make your business conferences a pleasure. We have a special package for Live-In Seminars and Business Conferences. This offer includes conference facilities for groups of 15 to 115.

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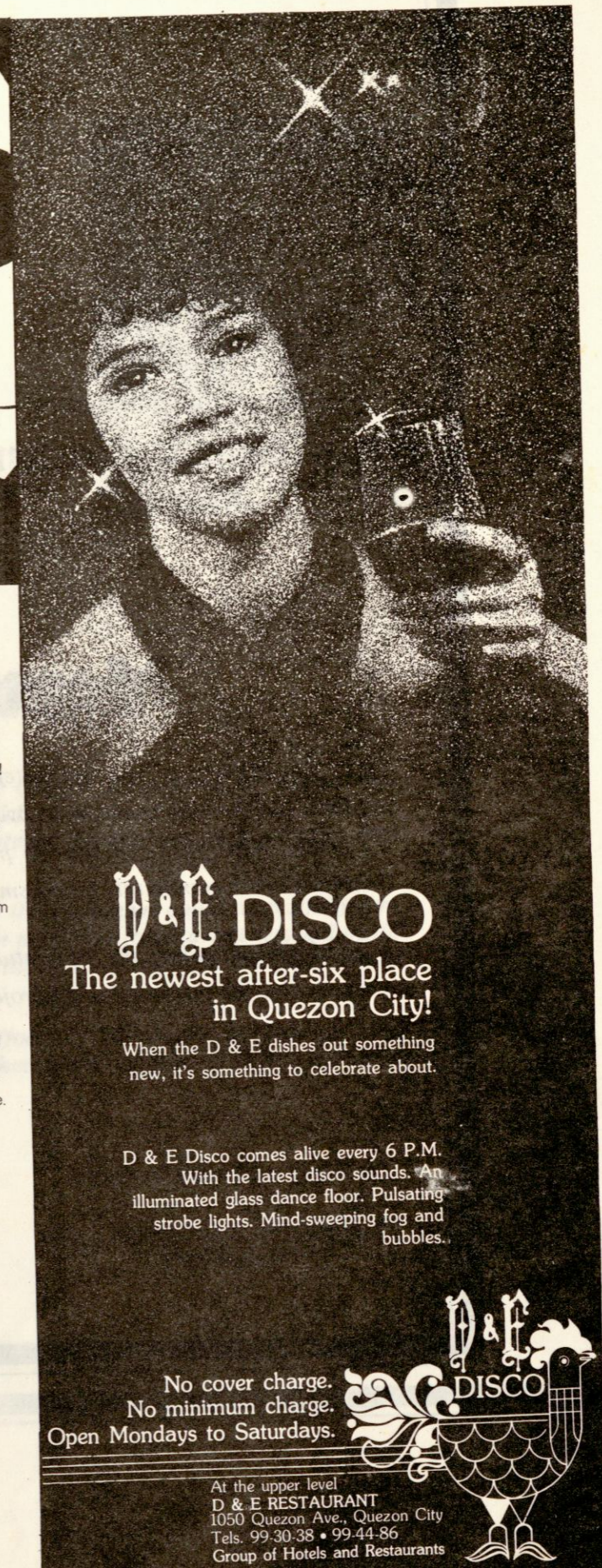
Call your friendly SULO Party Line, Tel. 98-24-11.



THE TORCH OF PHILIPPINE HOSPITALITY
Matalino St., Diliman, Quezon City

Sulo Group of Hotels & Restaurants

MOT No. 3-05-76

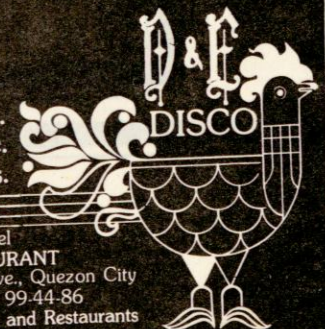


D & E DISCO
The newest after-six place
in Quezon City!

When the D & E dishes out something new, it's something to celebrate about.

D & E Disco comes alive every 6 P.M.
With the latest disco sounds. An illuminated glass dance floor. Pulsating strobe lights. Mind-sweeping fog and bubbles.

No cover charge.
No minimum charge.
Open Mondays to Saturdays.



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D & E RESTAURANT
1050 Quezon Ave., Quezon City
Tels. 99-30-38 • 99-44-86
Group of Hotels and Restaurants



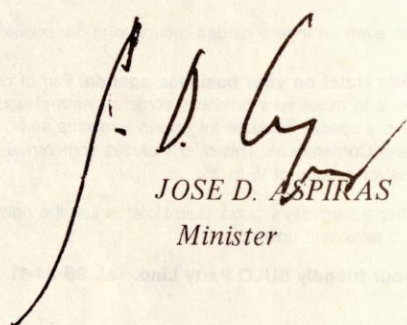
Republic of the Philippines
Department of Tourism
 Manila



Message

The Ministry of Tourism gratefully appreciates the initiative and effort of the Quezon City government in annually celebrating Tourism Week with the view to promoting and stimulating public interest in the community's tourism potential.

I am extending my congratulations and best wishes to those responsible for this worthwhile project.


 JOSE D. ASPIRAS
 Minister



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

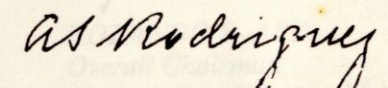


Message

For three years now, the Quezon City Board of Tourism has made the Tourism Week Celebration an annual event with the primary aim of generating interest in the tourist attractions and tourism potentials of this city.

It is my personal belief that before we could successfully lure tourists to come to our city, we must first foster awareness and instill pride among city residents of the many attractions this place has to offer.

Through the vigorous efforts of the Board of Tourism, I'm looking forward to the day when a visit to Quezon City is a must in every tourist's itinerary.


 (Mrs.) ADELINA S. RODRIGUEZ
 City Mayor



QUEZON CITY BOARD OF TOURISM



Message

Quezon City Tourism Week, once again presents to you a week of cultural activities aimed at spotlighting the city and its rich tourism potential.

Tourism development and promotion has gained international stature as a primary income-generating industry. Our Asian neighbors, notably China which once closed its doors to the world, are aggressively pushing to the forefront of their economy, the tourist trade.

Tasked with the responsibility of drawing up a feasible tourism development plan for the city and assisting the local administration on all activities that will accrue to tourism promotion, the Quezon City Board of Tourism hopes to make Quezon City the premier tourist destination in Metro Manila.

With the continued support and encouragement of both the government and private sectors, we shall make this happen.

Lastly, may I extend my unending gratitude to all those who made possible the celebration of Quezon City Tourism Week, and there are countless, and to the members of the Quezon City Board of Tourism.

MODESTO C. ENRIQUEZ
Chairman
Quezon City Board of Tourism



QUEZON CITY BOARD OF TOURISM



Message

On behalf of the Quezon City Board of Tourism, we greet all participants in the Quezon City Tourism Week, December 4-8, 1978, who have joined us in our efforts to show to the foreign and local tourists the scenic spots in Quezon City, and the Filipino culture and tradition that have made us distinct from our Asian brothers.

The presentation of local and foreign orchids, the lantern and food festivals, the photo exhibits of Quezon City's tourist spots, a three-act Filipino play, and the singing and artistic talents of the Quezon City youth are but a few faces of the Filipino in focus during this week.

My heartfelt thanks to all participants who have made these presentations possible.

ROLANDO S. ASIS
Overall Chairman
Quezon City Tourism Week

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Cover Story:

What lovelier setting for a beautiful face like Patty Pilar's than a cluster of orchids in bloom. Patty is an Industrial Engineering graduate and is presently working with the Quezon City Mayor's Office as Systems Analyst.

EXECUTIVE ORDER NO. 8

Republic of the Philippines
 OFFICE OF THE MAYOR
 Quezon City, Metro Manila

In line with the extensive program on tourism that the Philippine Government is presently undertaking and the full support and involvement that Quezon City has been directly extending to this project since the advent of the New Society, a Quezon City Board of Tourism is hereby created designating the following as Chairman and members thereof:

- Mr. Modesto C. Enriquez Chairman
- Mr. Francisco B. Alvarez Executive Secretary
- Mr. Rolando S. Asis Member
- Atty. Valentin C. Asuncion, Jr. Member
- Mr. Jorge L. Banal Member
- Engr. Feliciano C. Cabrera Member
- Mr. Alberto M. Galarpe Member
- Mr. Florentino L. Lapus Member
- Arch. Gerardo G. Magat Member
- Mr. Jose L. Morato Member
- Mr. Mel B. Parale Member
- Kgg. Carlos P. Rances, Sr. Member
- * Dr. Josefa M. Saniel Member
- Mr. Andres Torres Yap Member

The Quezon City Board of Tourism shall convene immediately in a meeting to be arranged by the Board of Executive Secretary-Member to attain the objectives of this Order.

Further, reports of its meeting and accomplishments shall be submitted from time to time for the information and guidance of the undersigned.

This amends previous Memoranda, Executive Orders and Circulars inconsistent hereto.

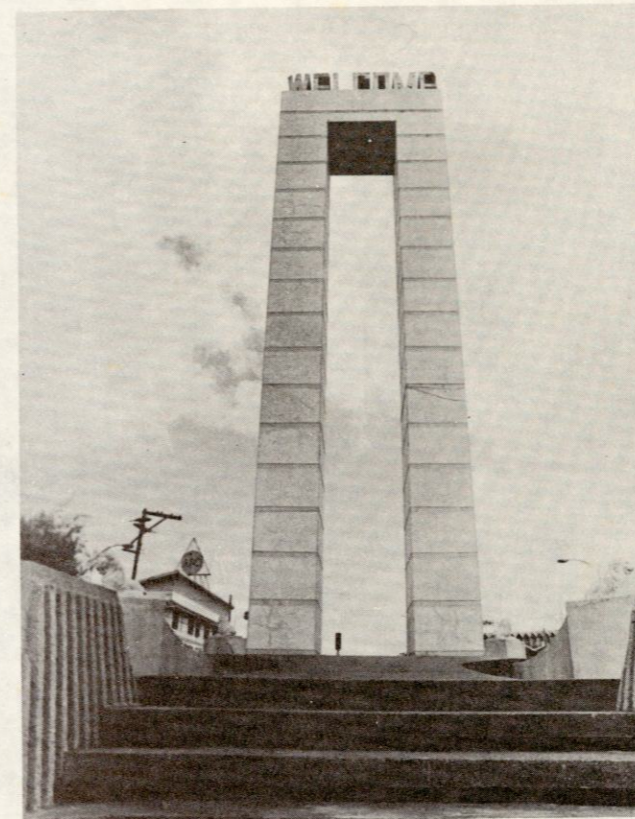
July 26, 1976

(SGD.) (Mrs.) ADELINA S. RODRIGUEZ

* Due to pressure of work Dr. Josefa Saniel resigned and was replaced by Mr. Antonio P. Tecson, president, QC Restaurant and Eateries Association.

QUEZON CITY

The Land



Over fifteen thousand hectares of hills and plains. A sweeping panorama of a growing city amidst an unspoiled setting.

It presents a picture of pleasant contrasts. An uncommon blending of old and new. Of rustic and urban. Of gaiety and serenity. Of luxury and simplicity.

Thirty-nine years ago, Quezon City existed only in the mind. Of one of the greatest leaders the Philippines ever had. President Manuel L. Quezon. It was he who envisioned a city that "politically shall be the seat of the national government; aesthetically the showplace of the nation – a place that thousands of people will come and visit as the epitome of culture and spirit of the country; socially, a dignified concentration of human life, aspirations and endeavors and achievements; and economically as a productive, self-contained community."

Today, Quezon City is in the process of transforming the vision into a reality. And carrying out the noble task are the vigorous people of Quezon City.



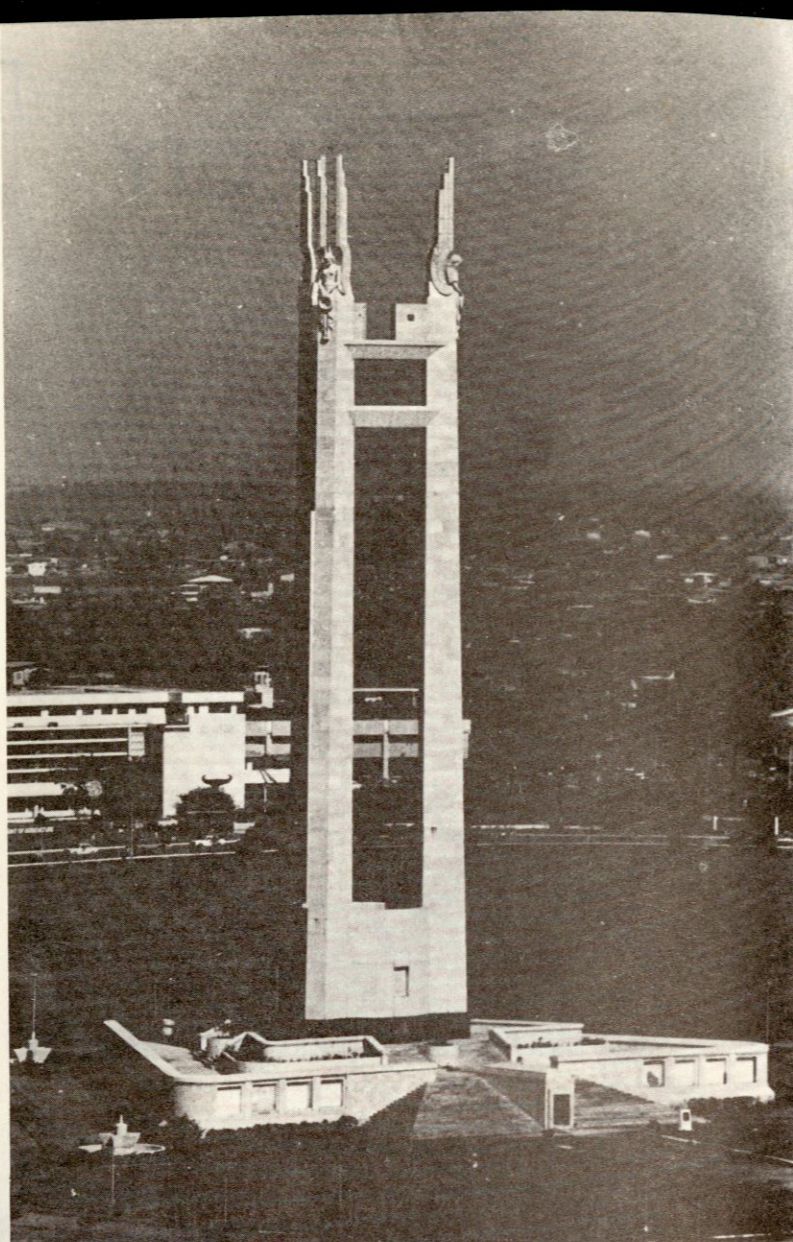
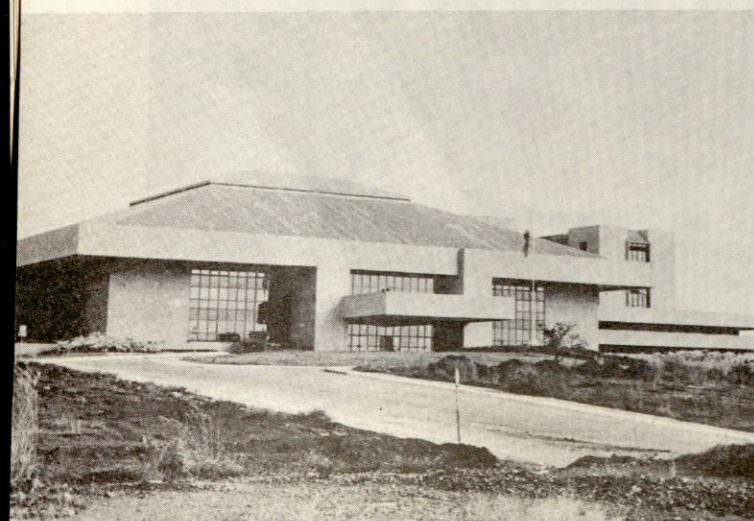
QUEZON CITY HALL



PHILIPPINE HEART CENTER FOR ASIA



INTERIM BATASANG PAMBANSA



QUEZON MONUMENT



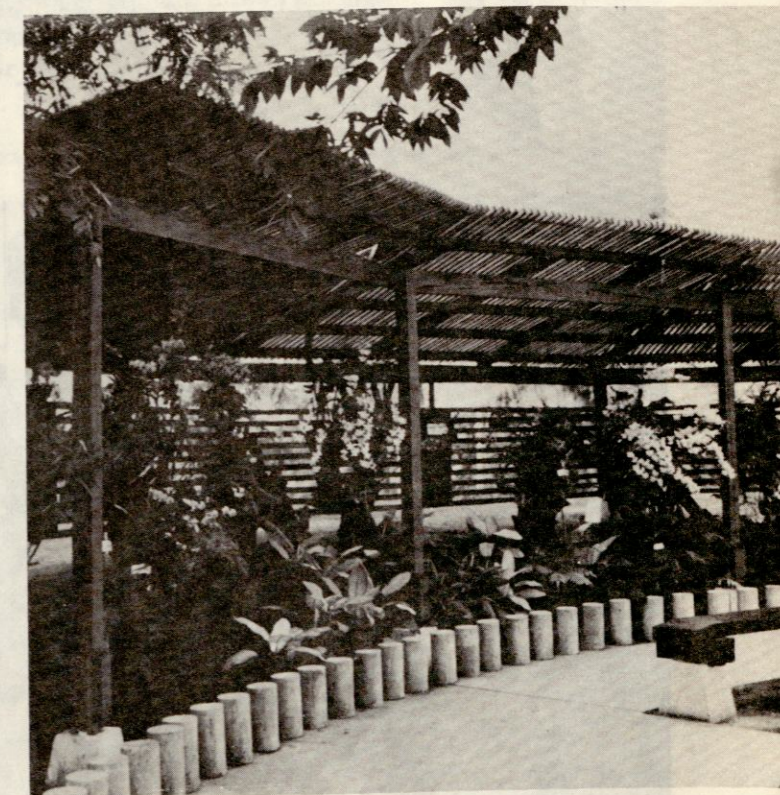
QUEZON MAUSOLEUM



LA MESA PARK



SI MALAKAS AT SI MAGANDA
AT HIMLAYANG PILIPINO.

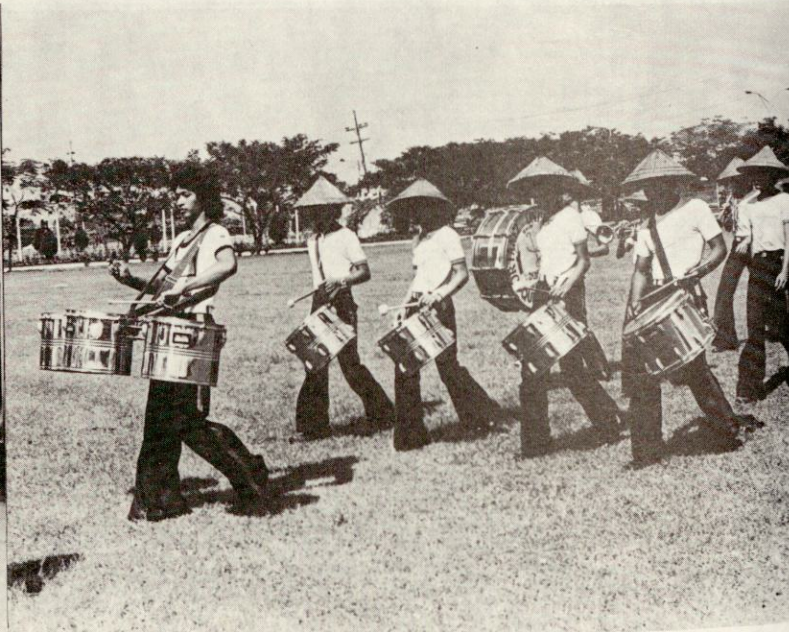
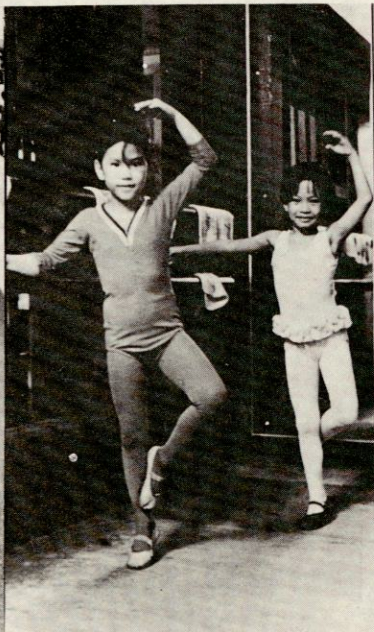
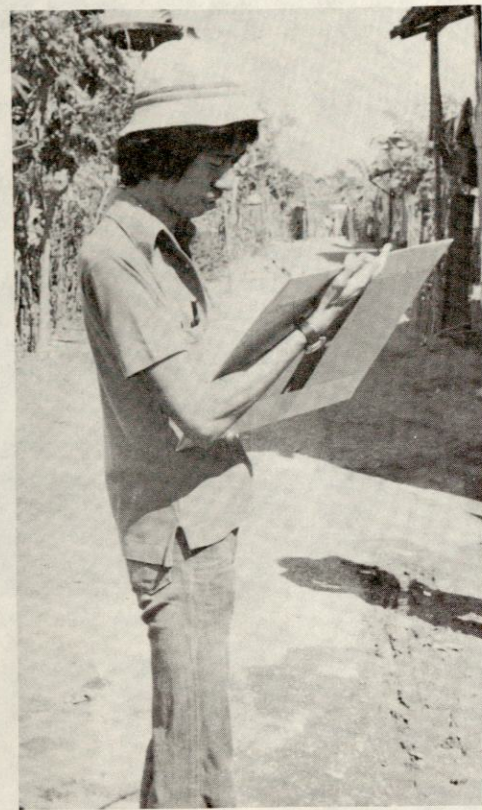


ORCHID GARDEN, O.C. HALL GROUND.



The People

The people of Quezon City. What are they like?
 They are strong and spirited. A legacy from their pioneering fathers who came to this place when it was still a vast expanse of cogonland.
 They are a diverse breed. Ilocanos. Bicolanos. Bulakenos. Visayans. Muslims. More than one million of them. Converging and interacting. Speaking a variety of dialects and languages. Giving. Sharing. Growing.
 They are literate. Peace-loving. Full of warmth. Rich in culture. And possessing a flair for color and pageantry.



THE ONE AND ONLY BICYCLE BAND.





LA NAVAL — Q.C.'s PATRON SAINT.



COCKFIGHTING



SENAKULO

The Pageantry and Color

Quezon City observes all-year-round festivals.

The joyous cacophony of New Year. The romance of February. The summer fun at the Park. The Maytime festivals. — Santacruzán and Senakulo. And the yuletide spirit come December.

The Fiestas. The feast day of a district's patron saint. Celebrated with overflowing hospitality. Abundance of food. Complete with brass bands and paper buntings. A grand time for merrymaking.

COME JOIN. EVERYBODY IS WELCOME.

THE QUEZON CITY BOARD OF TOURISM

DIRECTORS



Mr. Modesto C. Enriquez
Chairman



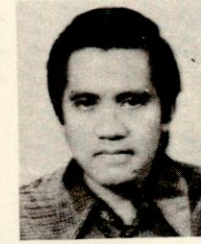
Kgg. Juan D. San Miguel
Vice Chairman



Mr. Francisco B. Alvarez
Executive Secretary



Mr. Rolando S. Asis
Member



Atty. Valentin C. Asuncion, Jr.
Member



Mr. Jorge L. Banal
Member



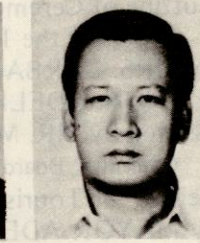
Engr. Feliciano C. Cabrera
Member



Kgg. Carlos R. Rances, Sr.
Member



Mr. Antonio P. Tecson
Member



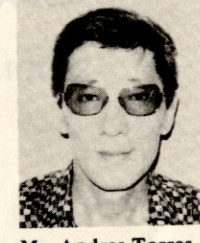
Mr. Alberto M. Galarpe
Member



Mr. Florentino A. Lapus
Member



Arch. Gerardo G. Magat
Member



Mr. Andres Torres Yap
Member

Not in photo: Messrs Jose L. Morato and Mel Parale, members.

1978 TOURISM WEEK COMMITTEES

Mr. Rolando S. Asis
Overall Chairman

Engr. Feliciano C. Cabrera
Overall Vice-Chairman

DAY ACTIVITY COMMITTEES

Committee on Opening Ceremonies and Floral and Orchids Garden Show

Chairman
Co-Chairman
Members

— Atty. Valentin Asuncion, Jr.
— Mr. Jorge Banal
— Mr. Cezar Sianghio
Sgt. Amado Malig
Ms. Alicia Parro

Co-Chairmen

Members

— Mr. Tinno Lapus
Mr. Bert Galarpe
Mr. Helly Sanchez Turinggan

— Ms. Diane Mamonluk
Ms. Feliza Herrera
Mr. Ching Castillo
Mr. Cesar Sianghio
Mr. Jose Cruz
— Ms. Baby Montiel

Committee on Food Festival and Lantern Contest

Chairman

— Mr. Antonio Tecson
President
QC Restaurant and Eateries Association

Secretary

Chairman

Subcommittee on Food Festival

— Ms. Diane Mamonluk
— Mr. Christopher Ching
— Mr. Robert de Jesus

1978 QUEZON CITY TOURISM WEEK

PROGRAM OF ACTIVITIES (December 4-8)

December 4, 1978

OPENING CEREMONIES

7:00 A.M.

8:00 A.M.

8:15 A.M.

- (City Hall Grounds)
- Musical Rendition by the SFDM Elementary School Band
- Flag-raising ceremony
- Welcome Remarks by MR. ROLLY ASIS
Over-all Chairman
1978 Q.C. Tourism Week
Inspirational Message by HON. ADELINA S. RODRIGUEZ
City Mayor, Quezon City

*FLORAL & ORCHID GARDEN SHOW

(For the duration of the Tourism Week)

8:30 A.M.

- (QC Floral & Orchid Garden)
- Cutting of Ceremonial Ribbon
Opening the 1978 QC Tourism Week by MRS. BARBARA SOLIMAN and HON. ADELINA S. RODRIGUEZ assisted by MR. MODESTO ENRIQUEZ
Chairman, Board of Tourism
- Release of Tourism Week '78 Balloons by MAYOR ADELINA S. RODRIGUEZ

Tour Around the Orchid Garden

Emcee — Mr. Jorge L. Banal

*Q.C. FOOD FESTIVAL '78

9:30 A.M.

to

6:00 P. M.

- (City Hall Covered Walk)
- Sponsored by the Quezon City Restaurants and Eateries Association
- Special Features:
Silahis International Playboy Club Booth with Bunnies
Philippine Village Hotel
Christmas Booth with Female Santa Claus
Sulo Hotel Display Exhibit

December 5, 1978

LANTERN FESTIVAL

5:45 P.M.

6:00 P.M.

6:15 — 6:45 P.M.

7:00 P.M.

- (T. Morato Avenue cor. Timog up to Kamuning St.)
- Assembly of Participants
- Lighting of Symbolical Lantern
- Lantern Assessment Tour led by MAYOR ADELINA S. RODRIGUEZ with MR. ANTONIO P. TECSON
- Reception at Roberto's

December 6, 1978

PHOTO EXHIBIT

Theme: Vision to Reality

8:55 A.M.

9:00 A.M.

— (City Hall Lobby)

- The Philippine National Anthem by the GHQ BAND
- Cutting of the Ribbon by MAYOR ADELINA S. RODRIGUEZ assisted by MR. ROLLY ASIS

Exhibit will be on up to 6:00 P.M. of December 8, 1978

December 7, 1978

CULTURAL PRESENTATION

7:00 P.M.

- (Carlos Albert Session Hall, Q.C. Hall)
- "WALANG SUGAT"

December 8, 1978

**HIMIG NG KABATAAN '78

2:00 P.M. to 5:00 P.M.

- (Rustan's Superstore)
- City Finals

CLOSING CEREMONIES

5:00 P.M.

- (Rustan's Superstore)
- Awarding of Prizes by MR. FERDINAND (Bongbong) R. MARCOS
Special Assistant to the President
- Closing Remarks by MAYOR ADELINA S. RODRIGUEZ

6:00 P.M.

Emcee — Mr. Tinno Lapus

*PARTICIPANTS

ORCHID GARDEN SHOW

African Violet Society
Philippine Bonsai Society
Philippine Horticultural Society
Dr. Noel Alojipan
Ms. Virginia Braga
Ms. Carmen Dyliaacco
Mr. Hugo Lubag, Jr.
Mr. Angel Navarro
Ms. Amelia Quiazon
Ms. Hortencia Sobreviñas
Ms. Erlinda Yap
Mr. Policarpio Urban
Mr. Hermogenes Felarca
Ms. Fe Queroz
Ms. Josefina Aherrera
Ms. Ida David
Mr. Ely Javier

FOOD FESTIVAL

Quezon City Restaurants and Eateries Association:
Alfredo's Steak House
Aristocrat
Chopstick
Dayrit Restaurant & Caterer
D & E Restaurant
Elegant Diner
Hong Ning Restaurant
Little Quiapo (Matalino St., Q.C.)
Luigi's Steak House
Maalikaya Fast Food
Ma Mon Luk Restaurant
Pansit ng Taga-Malabon
Robert's Restaurant & Caterer
San Mig
Sanvel's
Savory Chicken House
Skorpis
Sulo Restaurant
Tres Hermanas
Wa Nam

**MEMBERS OF THE BOARD OF JUDGES — HIMIG NG KABATAAN '78

Mrs. Melissa Isidro
Sgt. Amado Malig

Mrs. Olivia Cenizal
Mr. Tinno Lapus

Prof. Helly Sanchez Turinggan

1978 TOURISM WEEK COMMITTEES

(Continuation)

Subcommittee on Lantern Contest

Chairman — Mrs. Felisa Herrera
Co-Chairmen — Mr. Luis Luy
— Mr. Antonio Ng

Committee on Photo Exhibit (Tourism Expo '78)

Chairman — Arch. Gerry Magat
Members — All QCPDO Staff

Committee on Cultural Presentation

Working Group — Cultural and Tourism
Affairs Office

Committee on Himig ng Kabataan

Chairman — Mr. Carlos Rances
Co-Chairman — Mr. Edward Balanag

Members

Ms. Beth Giron — Ms. Flora de los Reyes
Mr. Mandy Sutingco — Ms. Phyllis Castañeda
Mr. Mandy Eugenio — Mr. Noel Adrias
Mr. Aida Jusay — Mr. Cesar Zagala
Mr. Leonor Aure — Mr. Edwin Osa
Mr. Ely Cacatian — Mr. Rufino Co
Mr. Caloy San Miguel — Mr. Alex Raul Pascua
— Ms. Creseta Pumaloy

MMKBOC, QC Sector under Mr. Fred Lopez
All other KB Chairmen and KBVB's

Committee on Closing Ceremonies

Chairman — Mr. Tinno Lapus
Co-Chairman — Mr. Braulio Arriola
Members — Mr. Helly Sanchez Turinggan
— Ms. Mylah de Leon

EXECUTIVE COMMITTEES

Committee on Finance

Chairman — Atty. Manuel T. Santos
Co-Chairmen — Atty. Anselmo Regis
— Atty. Valentin Asuncion, Jr.

Committee on Solicitation and Prizes

Chairman — Mr. Bert Galarpe
Co-Chairmen — Mr. Andres Torres Yap
— Arch. Gerardo Magat
— All BOT members
Members — Ms. Corazon Angelio
— Mr. Jose Timtiman

Committee on Souvenir Program

Chairman — Arch. Gerardo G. Magat
Co-Chairman — Mr. Alberto Galarpe
Members — Mr. Luis T. Cruz
— Ms. Ellen Tordesillas
— Mr. Jose Timtiman
— Ms. Corazon Angelio

Committee on Physical Arrangements

Chairman — Engr. Pantaleon Tabora
Co-Chairman — Engr. Celso Batallones
Members — Cesar Sianghio
— Zacarias Uelos
— Jose Cruz

Committee on Publicity and Promotions

Chairman — Mr. Jorge Banal
Co-Chairman — Mr. Tinno Lapus
Members — Ms. Baby Montiel
— Mr. Helly Sanchez Turinggan
— Atty. Valentin Asuncion, Jr.
— Mr. Antonio Tecson
— Arch. Gerardo G. Magat
— Mr. Carlos Rances

Committee on Invitation

Chairman — Mr. Andres Torres Yap
— Ms. Baby Montiel
— Mr. Helly Sanchez Turinggan

Committee on Programming/Coordination

Chairman — Mr. Juan San Miguel
Members — All members of the BOT
— Ms. Patty Pilar
— Ms. Mona Liza San Juan

Committee on Awards

Chairman — Mr. Modesto Enriquez
Co-Chairman — Atty. Manuel T. Santos
— Mr. Alberto Galarpe

Committee on Traffic and Security

Chairman — P/Lt. Col. Conrado A. Arabit
— P/Lt. Col. Feliciano A. Leones
— P/Major Leonardo San Jose
— P/Major Adriano del Rosario
— P/Sgt. Amado Malig

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THE CATTLEMAN STEAK HOUSE

Where steak sizzles at its best



Enriqueta G. Anolin
(MANAGER)

TOMAS MORATO AVENUE COR. A. ROCES AVENUE
QUEZON CITY

One Day in the Life of a Baliklungsod

After being away from Quezon City, for a good number of years, I can't wait to see how it is now with the city of my birth.

A light breakfast and I'm off to a trip to "nostalgia" land. Driving along Quezon Avenue in the early morning, I've noticed that the remaining Spanish-type residential houses are now interspersed with commercial establishments. The avenue still retains its charm, with narra trees lining up its sides while well-maintained shrubberies dot the center island. I have also observed that the volume of traffic is lighter than in Espana, and that the avenue is relatively smog-free compared to other Metro Manila's streets.

Much has changed in South 19th Street (now Scout Chuatoco) where I grew up. Gone are the rows of uniform duplex houses with asbestos roofing. The scenery is replaced with rows of apartments or two-storey residential homes. After a quick exchange of pleasantries with old-time neighbors and a nostalgic taste of that traditional Filipino hospitality, I'm off to Cubao District where, I distinctly remember, my parents used to take us kids to see "Holiday on Ice" at the the Araneta Coliseum.

I soon found out that the coliseum has ceased to be the only attraction in the area. The once open field with tall cogon grass is now occupied by major department stores, moviehouses and restaurants in the country. There is even a large amusement center complete with rides — from roller coaster to bump cars — and modern video games.

It was almost noontime. Several years absence from one's land of birth makes him crave for food suited to his palate. So off I went to Josephine's upon suggestion of a friend whom I asked for a restaurant offering native fare. I had sinigang na sugpo for soup, inihaw na bangus and talaba for the main dish, and leche flan for dessert, a rather heavy meal for a medium-built person like me. I also learned from my friend of other well-known native restaurants in the city such as Barrio Fiesta, Kapistahan, Ihaw-Ihaw and Aristocrat. And of course, I distinctly remember the "house that chicken built" along Scout Tuazon St. where we used to buy our tender and crispy Max fried chicken.

Before I finally left Cubao for my hotel, I took a quick tour of Farmers Garden where, aside



By LITZ PILAR

from orchids, tropical plants and fruit trees on sale, I was treated to a visual feast of colors by the marine life in aquarium and the much-improved handicraft items and decorative jars on display. I bought a native hat made out of a treated bark of a native fruit otherwise known as *Upo*. It can serve as an excellent souvenir.

I arrived at Sulo Hotel, where I was staying, just in time to receive a telephone call from another friend who invited me to take a dip in one of the city's public swimming pools. He said it would be at Mo. Ignacia St. near the KBS. As far as I can remember, Quezon City had only Balara and La Mesa Park pools. But wherever the place is, all I know is that it was hot and humid and I badly needed a refreshing swim.

My friend brought me to Danarra Resort where I saw a motley crowd of Canadian and Japanese tourists and local movie celebrities.

Seven o'clock and its time for us to take our supper after a tiring swim. Knowing how I loved folk music, my friend suggested that we try El Americano which is a stone's throw away from Danarra. The food was sumptuous, and was spiced up with the music of Perlas ng Silangan, a trio of very talented boys with a wide repertoire of songs. My friend also said that there are equally good hang-outs for folk music lovers in Quezon City, notably Bachus, Birds of the same Feather,

(Turn to page 28)

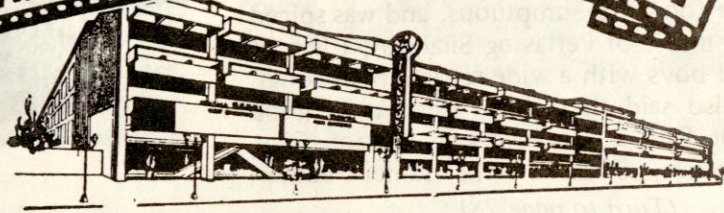


RELAX... SEE A MOVIE AT

Arcega's
CINEMA **REGAL**

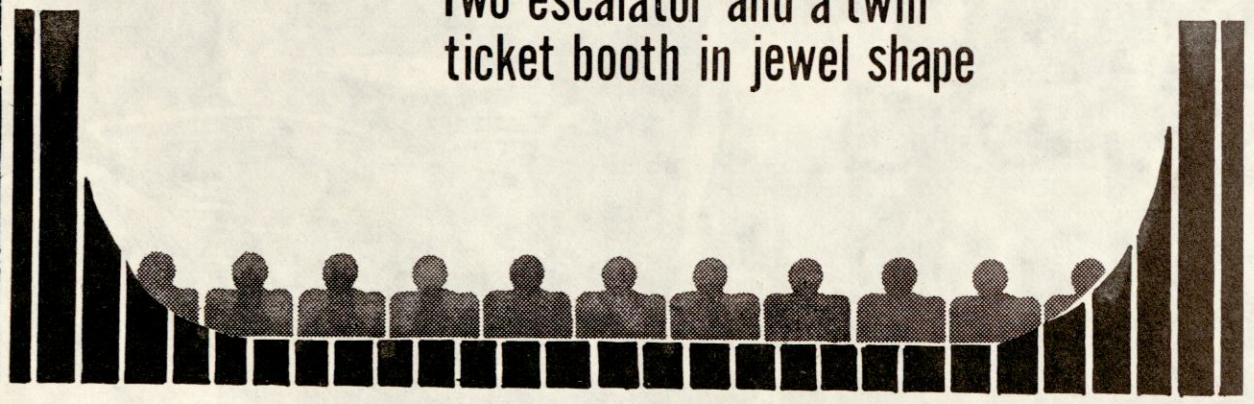
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CINEMA **ROYAL**

2 BEAUTIFUL THEATRES... FOR FAMILY ENJOYMENT



- ★ WIDE SCREEN
- ★ SEATS ENGINEERED-COMFORT
- ★ FREE PARKING AT BASEMENT SHOPPING COMPLEX

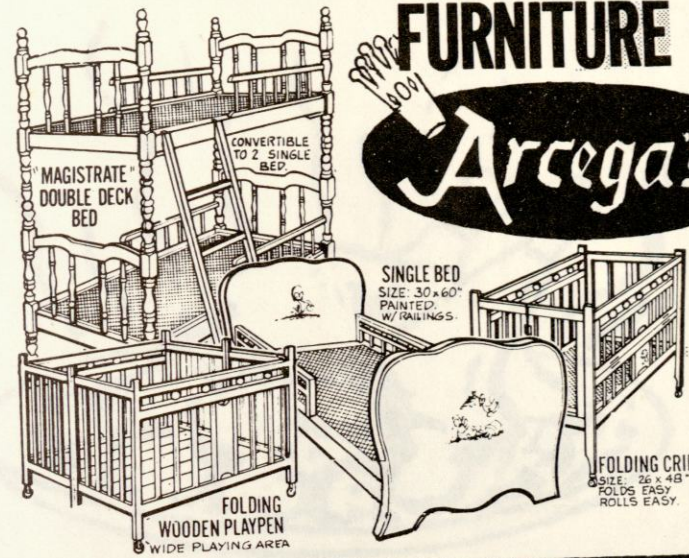
Two escalator and a twin ticket booth in jewel shape



ARCEGA'S BLDG., AURORA BLVD., QUEZON CITY

THE BEST IN NURSERY FURNITURE

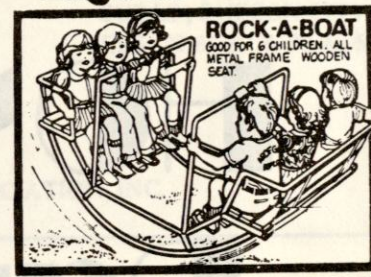
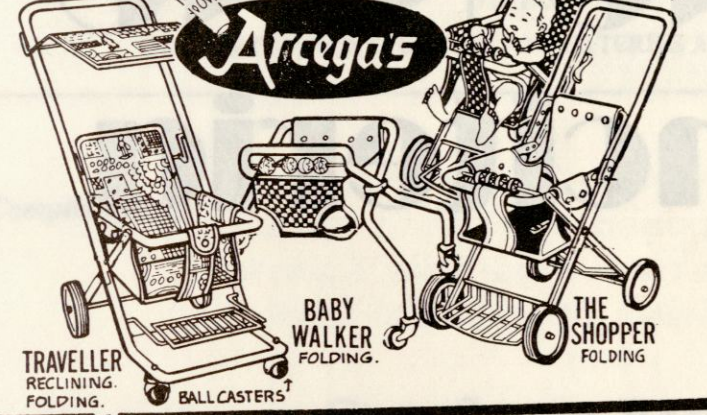
Arcega's



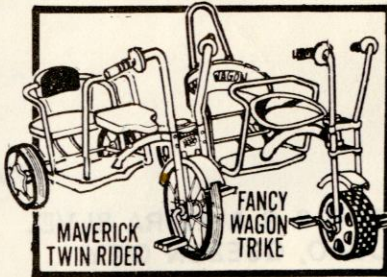
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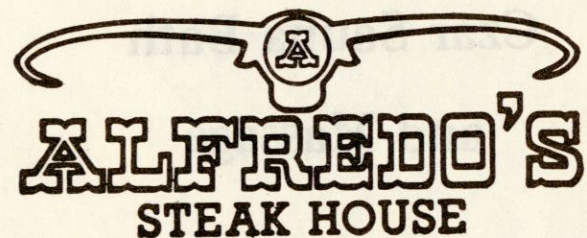
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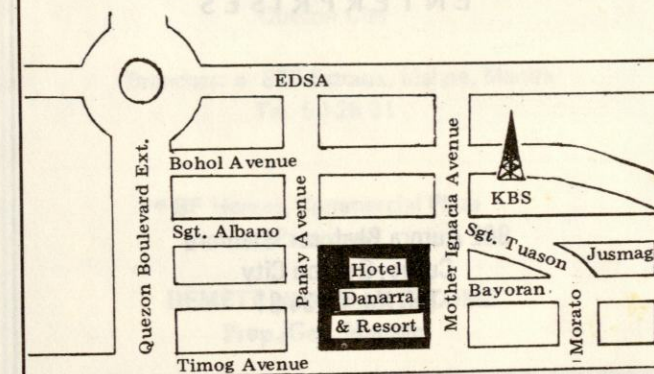
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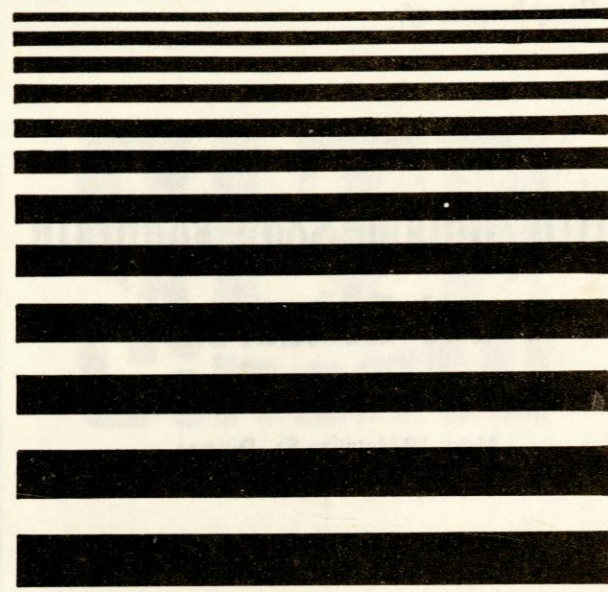
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One Day in...

(From page 18)

Vincent's, Roberts, and Spindle. He added that other nightspots are also found in the city, such as Miles, Lanai, Lambat and D & E. He endorsed the steak houses along Morato Ave., otherwise known as steak street, for elegant dining.

All good things must end somewhere. I thanked my friend for briefing me on the developments that happened in the city of my affection during my absence. Without considering, however, that I grew up in this city, I still think that Quezon City can equal, if not surpass other cities of the world for a healthful living, easier mobility along city streets and the fun it offers for people of all ages.

ACKNOWLEDGMENT

The 1978 Quezon City Tourism Week was only made possible through the vigorous efforts of the Board of Tourism.

The Board of Tourism was greatly helped by the Quezon City Restaurants and Eateries Association; African Violet Society; Phil. Bonsai Society; Phil. Horticultural Society; Dr. Noel Alojipan; Virginia Braga; Carmen Dyliaco; Hugo Lubag, Jr.; Angel Navarro; Amelia Quiazon; Hortencia Sobrevinas; Erlinda Yap; Policarpio Urban; Hermogenes Felarca; Fe Queroz; Josefina Aherrera; Ida David; Ely Javier; Pambansang Katipunan ng mga Kabataang Barangay Federation of Q.C.; Q.C. Barangay Operations Center; all Q.C. Barangay Captains especially Mariano Navarette of Bgy. Sacred Heart, Edgardo Tumangan of Bgy. Laging Handa, and Mrs. Lanuza of Bgy. South Triangle; and Rafael Yabut of DZME.

KAMI (Kulturang Aming Minana) cultural group deserves special thanks for staging "Walang Sugat" and the GHQ Band for providing music during the opening of the Photo Exhibit. Also Rustan's Superstore for making available their mall during the closing ceremonies.

The generous support of all our souvenir program advertisers, and the cooperation of Bustamante Press will always be remembered.

Every bit of assistance that made the 1978 Q.C. Tourism Week a success will forever be treasured. MERRY CHRISTMAS AND A HAPPY NEW YEAR.

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