

51st A N N I V E R S A R Y

OCTOBER 12

1939-1990

LUNGSOD QUEZON:
MULA NOON HANGGANG NGAYON,
BUHAT KAY QUEZON HANGGANG KAY SIMON



QUEZON CITY:
INTO ITS SECOND HALF-CENTURY

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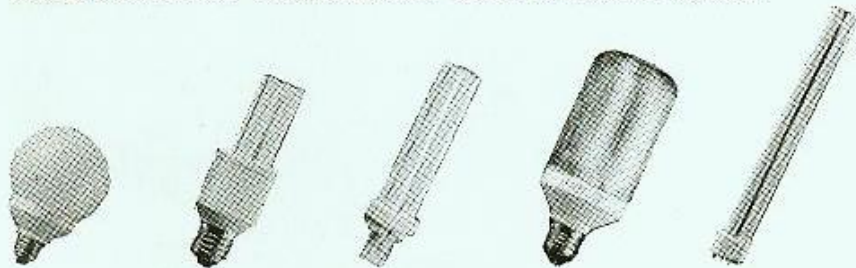
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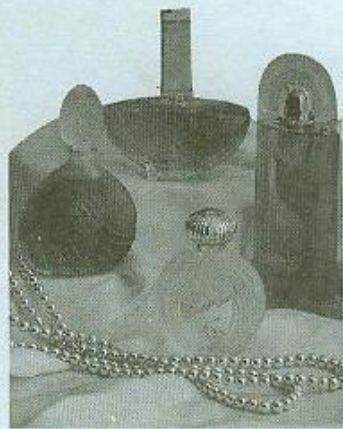
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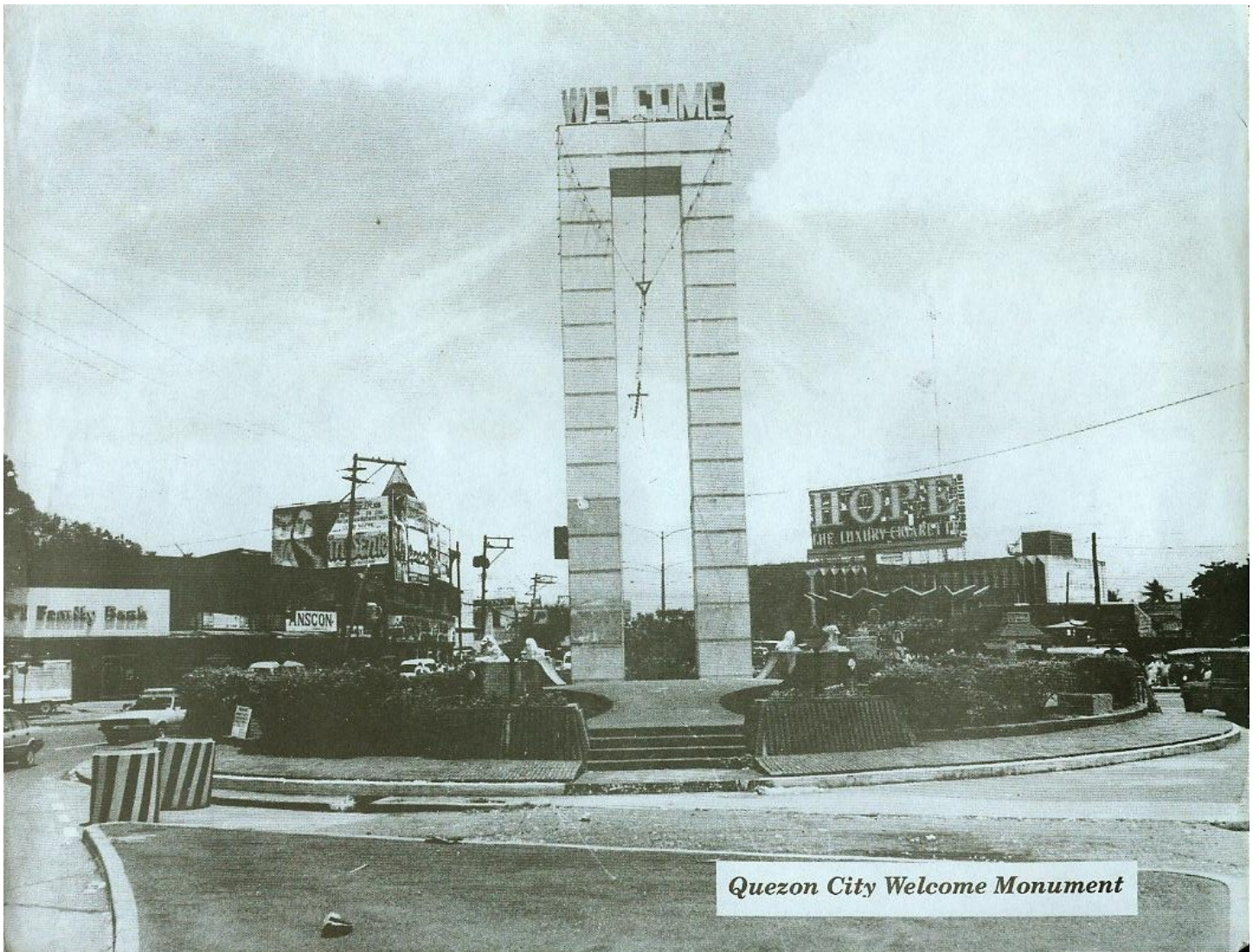
IT'S MORE THAN A CENTER... IT'S A CITY.*







Quezon City Welcome Rotonda



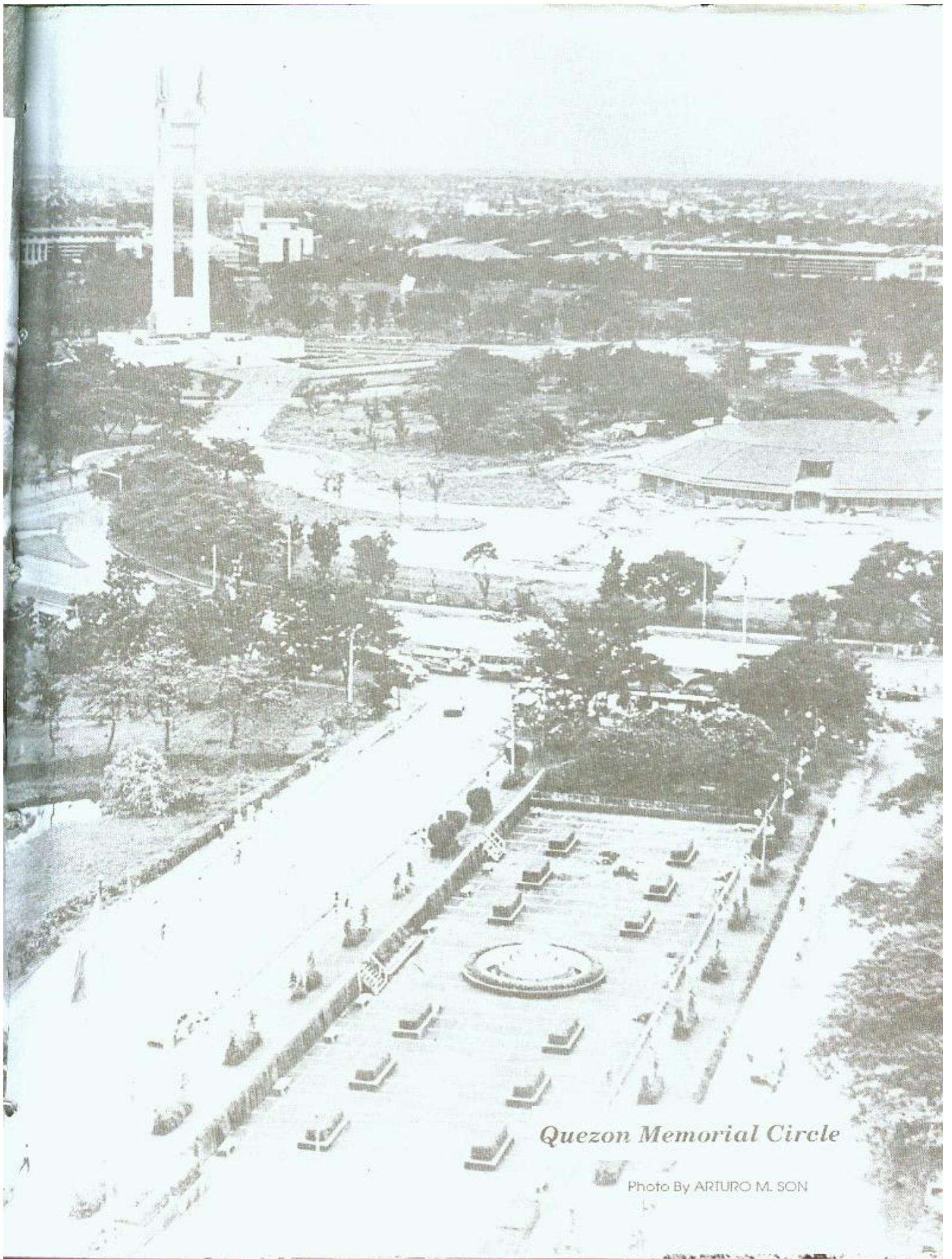
Quezon City Welcome Monument



Quezon Avenue, as it ends at the Quezon Memorial Circle, as seen from atop the Quezon Monument.



Quezon Memorial Circle



Quezon Memorial Circle

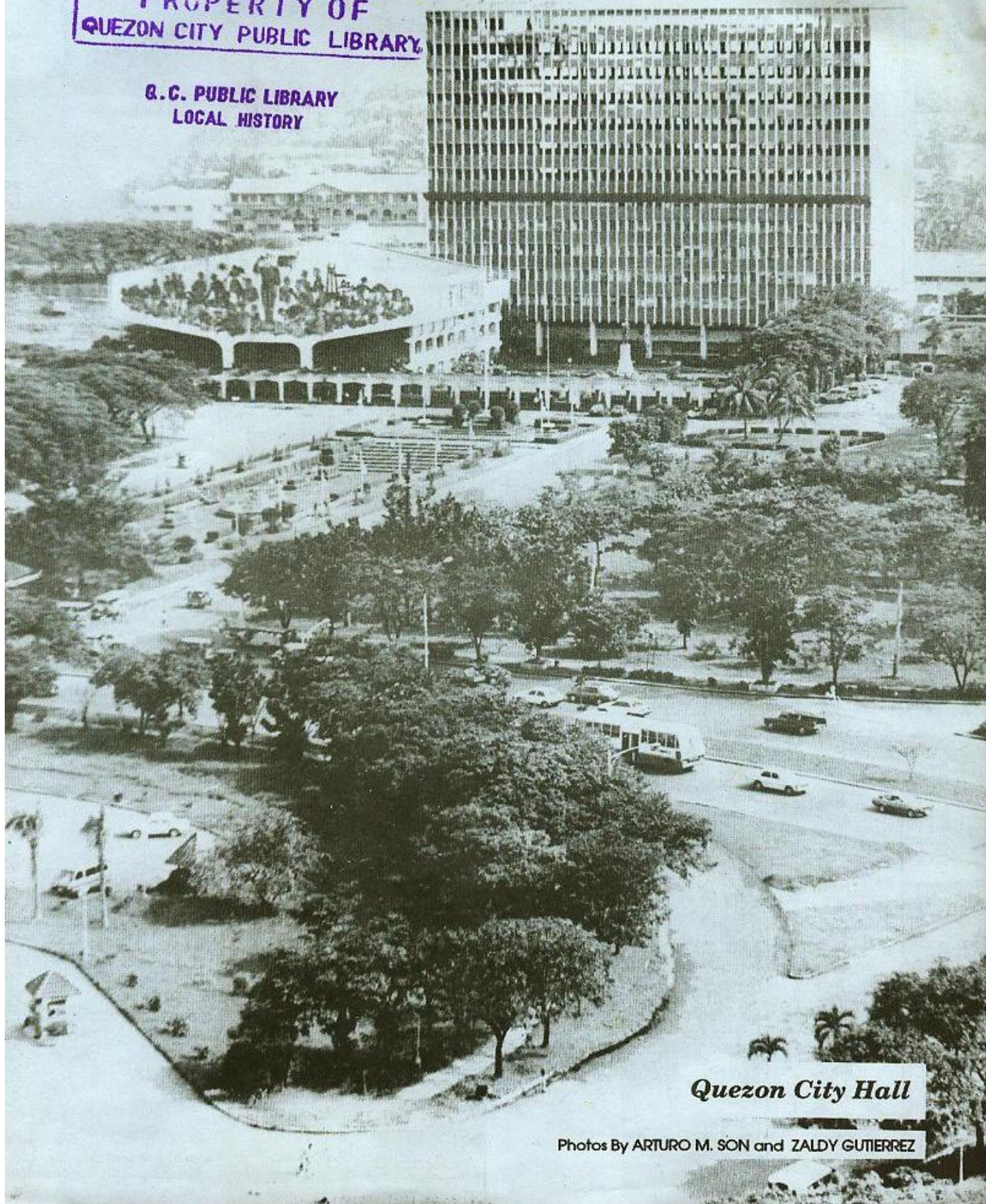
Photo By ARTURO M. SON



Quezon City Hall

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Quezon City Hall

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Central Bank Security Printing Plant

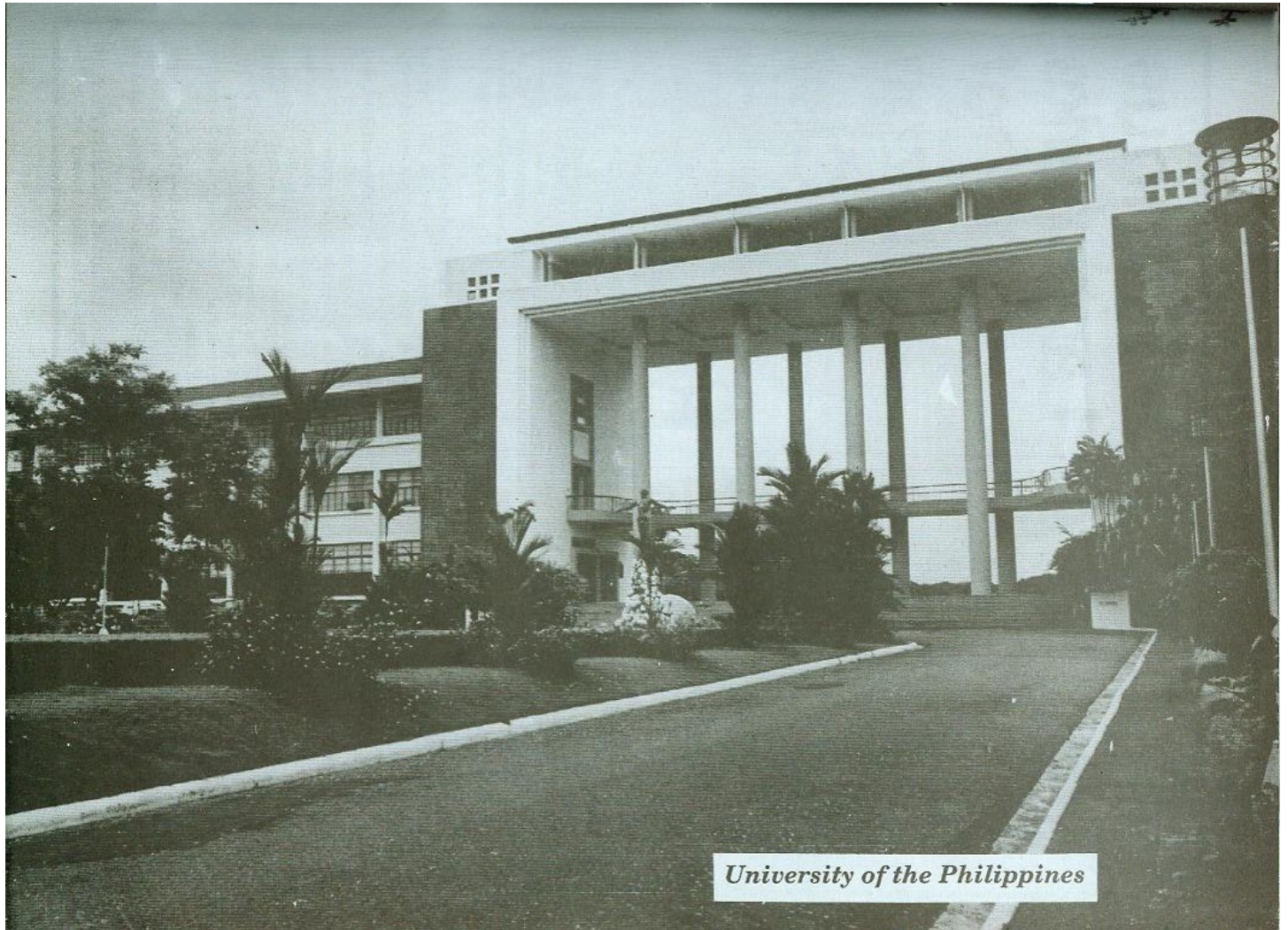




Araneta Center



SM CITY



University of the Philippines

Famous Landmarks of Quezon City

BY LYSANDER P. GARCIA

Famous landmarks abound in Quezon City, and here are some of them:

1. **WELCOME ROTONDA** — This is the gateway to the city from Manila. It was designed in 1948 by the then City Architect Luciano V. Aquino, during the term of Mayor Ponciano Bernardo. The small lions at its base were donated by the Lions Club of Quezon City.

2. **QUEZON MEMORIAL CIRCLE** — This is a 26-hectare park being developed under a five-year P15-million program. It is dominated by a tall, tri-pillared Quezon Monument and mausoleum, in whose underground rooms are housed the Quezon City Museum and Gallery.

Within the circle is what could be the world's biggest colored fountain. On Nov. 29, 1971, Pope Paul VI celebrated mass inside the circle, with more than a million people attending.

Around the circle is the Elliptical Road, along which are major government offices, such as the Department of Agriculture, Department of Agrarian Reform, Philippine Coconut Authority, National Housing Authority and the QC Hall itself.

3. **QUEZON AVENUE** — One of the longest roads in the metropolis, it starts at the Welcome Rotonda and ends many kilometers away at the Quezon Memorial Circle. It is a busy thoroughfare day and night.

4. **QUEZON CITY HALL** — This is the biggest government hall in the country. It is a 14-floor structure built during the time of Mayor Norberto S. Amoranto.

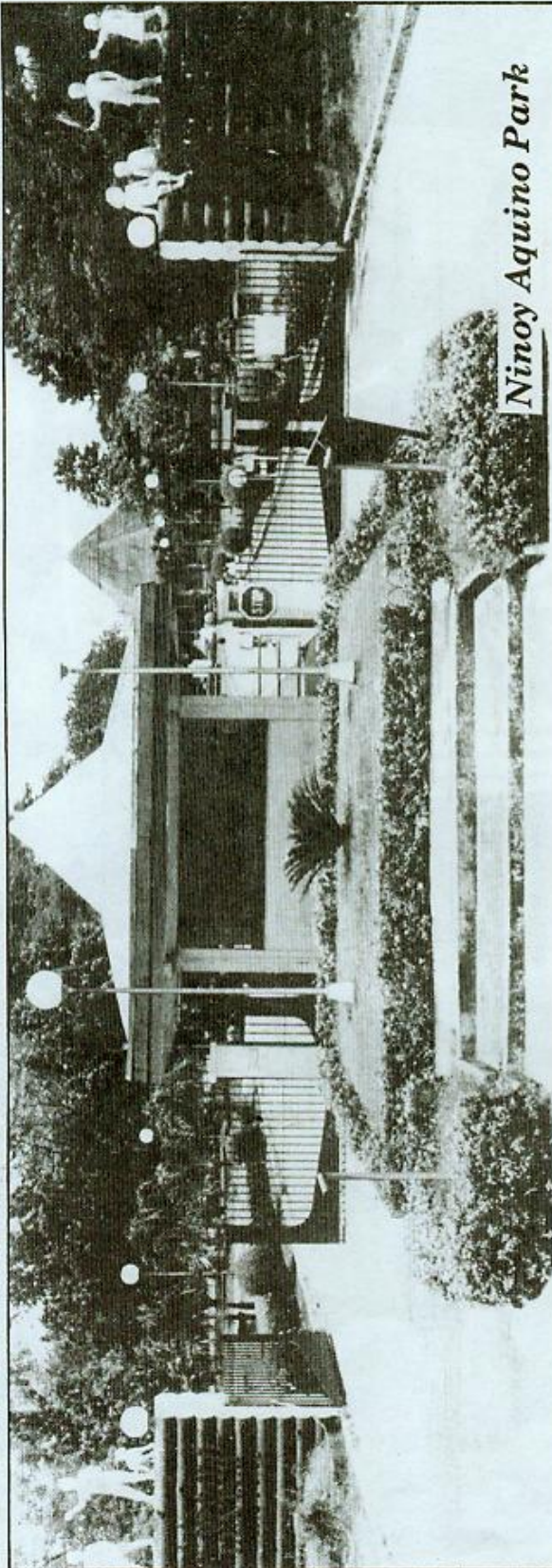
5. **CENTRAL BANK SECURITY PRINTING PLANT** — This is the official money printer of the



*Bonifacio Monument
at the Cloverleaf*

Photo By RIC BAMBA





Ninoy Aquino Park

country. It prints Philippine banknotes, mints coins and operates a gold refinery. It was built in 1978 on East Avenue.

6. **ARANETA CENTER** — This is the largest commercial center in Metro Manila and nationwide. It covers 35 hectares of shopping/leisure/business establishments. First built in 1960, it is today the economic centerpiece of the city (see pages 70 to 72 for a writeup on the center).

7. **SM CITY** — This is the second largest commercial center in the city. It is a giant shopping complex that is part of the Shoemart chain of stores of Henry Sy. It stands on North Avenue and EDSA, and was built in late 1985.

8. **UNIVERSITY OF THE PHILIPPINES** — This is the top institution of learning in the country. Based in Diliman, it was founded 82 years ago (on June 18, 1908).

Since the American occupation and up to now, UP has been the hotbed of student activism in the country.

9. **CLOVERLEAF** — This is the gateway to Quezon City (and Metro Manila) from the north. Also called the Balintawak Transmission Complex, it is dominated by a monument of Andres Bonifacio, the Filipino revolutionary leader.

10. **NINOY AQUINO PARK** — This is the former park of the Parks and Wildlife Office. It is an 80-hectare piece of land containing wooded areas ideal for picnics and leisure walks. There is a children's playground, a man-made lagoon for boating, and caged specimens of the fauna and flora of the country. It is on Quezon Avenue, next to the Elliptical Road.

11. **SOCIAL SECURITY SYSTEM** — The SSS safeguards the social security rights and privileges of millions of Filipino workers. It is based on East Avenue.

12. **BALARA PARK** — This park is behind the campus of the University of the Philippines. It has filters which purify the water coming from La Mesa Dam, a swimming resort, a windmill, fountains and a miniature Spanish castle.

13. **PHILIPPINE HEART CENTER** — This is the only hospital in the country that specializes in the treatment of heart ailments.

14. **ATOMIC REACTOR** — A structure shaped like the half of an egg, the only of its kind in the country, it symbolizes the nation's involvement in the atomic age.

15. **LA MESA DAM** — This is the main source of water of Metro Manila. There are wooded areas around the dam, making it a good place for picnics and campings.

16. **LA LOMA COCKPIT** — This is one of the biggest and oldest cockpits in the country. It is at Retiro street in La Loma.



Social Security System



MORATO



BERNARDO



ROXAS

A long, distinguished

Q By GENEVIEVE P. MATIAS

Quezon City has had 11 mayors (or chief city executives) in the past 51 years. Five of them were lawyers, two were engineers, one a doctor, one a police official, one an economist and one a civic leader. Only one of them was a woman.

The first mayor was President Manuel Luis Quezon himself. He held the post from October 12 to November 4, in 1939, or a total of 23 days - which makes him the mayor with the shortest term.

The longest-serving mayor was Norberto S. Amoranto, who held office from Jan. 1, 1954 to March 31, 1976 - through a total of four terms covering 22 years in all.

The mayors and the dates they served:

- Manuel L. Quezon (who was a lawyer) - Oct. 12 to Nov. 4, 1939.
- Tomas B. Morato (engineer) - Nov. 5, 1939 to December 1942.
- Dr. Florencio T. Cruz (doctor) - December 1942 to Feb. 8, 1945.
- Oscar Castelo (lawyer) - April 1945 to September 30, 1945.
- Sabino de Leon (police official) - October 1, 1945 to Dec. 31, 1946.
- Ponciano A. Bernardo (engineer) - Jan. 1, 1947 to April 29, 1949.
- Nicanor A. Roxas (lawyer) - May 4, 1949 to Jan. 6, 1950.
- Ignacio Santos Diaz (lawyer) - Jan. 6, 1950 to Dec. 30, 1953.
- Norberto S. Amoranto (lawyer) - Jan. 1, 1954 to March 31, 1976.

● Adelina S. Rodriguez (civic leader) - April 1, 1976 to April 13, 1986.

● Brigido R. Simon, Jr. (economist) - April 20, 1986 up to the present.

For a number of months in late 1987 to early 1988, when Simon resigned from his post as OIC of the city to be a candidate in the local elections, three men alternately held the OIC post - Reynaldo Bernardo, Elmer V. Pormento and Leoncio de Perio.

Quezon City's constituents did not always enjoy the right to elect their own local officials. The Quezon City Charter, embodied in Commonwealth Act 502, had provided that all city officials were to be appointed by the President.

President Quezon was the first city mayor, deciding to guide the fledgling city in its first three weeks. Then he appointed Don Tomas Morato, an engineer and one of his close friends, to the post. Morato served until World War II came to the country in 1942, when Japanese forces invaded the country and set up a new political entity entitled Greater Manila, which included Quezon City.

The Japanese military administration installed Dr. Florencio Cruz, former Quezon City health officer, as district chief of Greater Manila for Quezon City, a post he held during the three years of Japanese occupation.

Oscar Castelo was designated acting mayor of Quezon City after the liberation on February 1945. He was later replaced by Sabino de Leon, former chief of police of Quezon City.

De Leon was succeeded by Ponciano Barnardo, who held the position from 1945 until his untimely



DIAZ

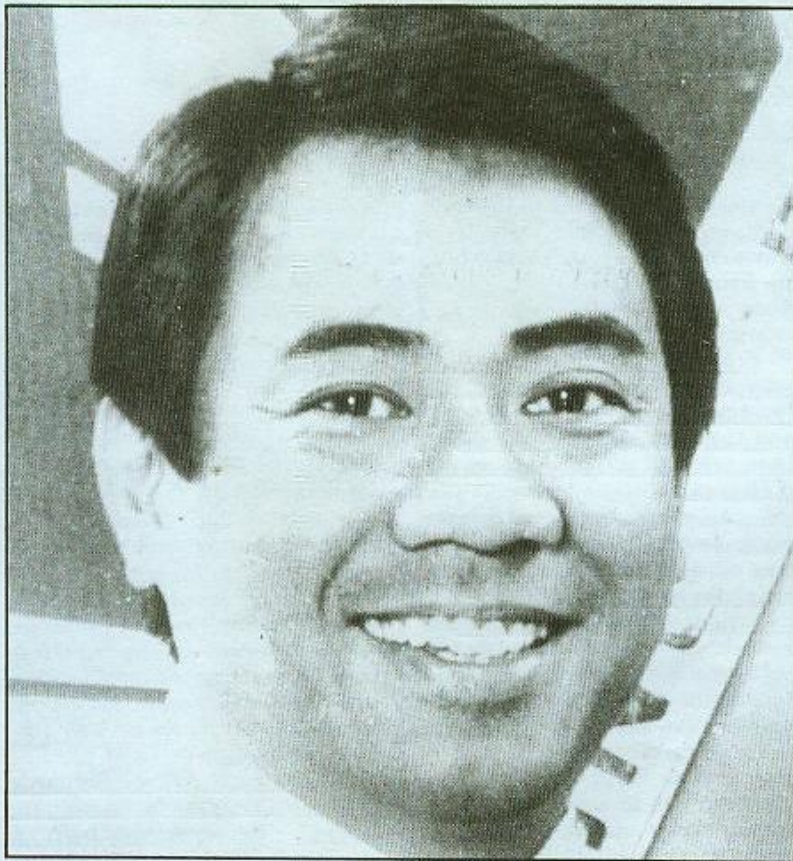


AMORANTO



RODRIGUEZ

line of QC mayors



SIMON

death in 1949, when he, together with Doña Aurora Quezon and others, were ambushed while on a trip to Baler, Quezon.

Assistant Executive Secretary Nicanor A. Roxas then served briefly in an acting capacity and was later replaced by Ignacio Santos Diaz. On January 1, 1954, the reins of the city government were transferred to Norberto Amoranto, who was virtually unknown in political circles. But Amoranto would later earn the distinction of being the longest-serving mayor of Quezon City, holding the post for 22 years.

On June 12, 1959, Republic Act 2259 was enacted, granting political autonomy to all cities. Accordingly, the Quezon City charter was revised to provide for the election of a mayor, a vice mayor and eight councilors.

Quezon City's first local elections were held on November 10, 1959 and it saw Amoranto besting his closet rival, Ignacio Santos Diaz,

Amoranto's tenure spanned a generation and it only ended when he resigned on March 31, 1976. The next day, April 1, Adelina Rodriguez took her oath of



President Manuel L. Quezon, with Sergio Osmeña and other officials.

office as the 10th mayor of Quezon City.

Morato, a close friend of Quezon, shared Quezon's dream of transforming about 16,000 hectares of rolling hills bought from the Tuazon family into a livable area where people would be attracted to settle with their families.

Morato was thus handpicked by Quezon to supervise the development of Quezon City. Don Tomas Beranbeau Morato was a full-blooded Spaniard born in Alicante on the Mediterranean coast of Spain on July 4, 1887.

His father was a ship captain who plied the route from Spain to the Philippines and who often stopped by the coastal town of Calauag, Tayabas. In 1898, Morato was brought by his father to the Philippines, where he studied and where he met Quezon when he was only 13 years old.

He finished engineering and earned his fortune in the lumber

industry. Morato became a Filipino citizen by virtue of a proviso in the Treaty of Paris granting Filipino citizenship to Spaniards who chose to stay in the country.

Morato built the city's first network of roads, based on the Frost master plan. He also organized the first Quezon City police force, with an initial complement of 48 men.

As more and more people began to populate the area, Morato worked towards improving social services, including the installation of more street lights, the reconditioning of existing artesian wells, and the disposal of garbage. Additional markets were also constructed, as well as a slaughterhouse and a city pound.

But as the population grew, opportunities to set up gambling dens, cockpits and other establishments of negative influence also increased. Alarmed by the prolif-

eration of these establishments, Morato ordered a ban on the gambling dens.

The future looked rosy for the new city, until Pearl Harbor in Hawaii was attacked by the Japanese on December 8, 1941. World War II had reached the Pacific area.

With liberation, the country was placed under American military control from February 8, 1945 to April 5, 1945. Gen. Douglas MacArthur turned over the reins of government to President Sergio Osmeña on February 27, 1945.

Osmeña, through his secretary of Interior, designated Oscar Castelo as acting mayor of Quezon City. Castelo served until September 30, 1945, when he was succeeded by Sabino de Leon.

Ponciano Azarco Bernardo took over as city mayor on January 1, 1947. Bernardo was born on December 2, 1905, in Nueva Ecija. He finished elementary and high



Quezon stresses a point in his speech at the inauguration of the Commonwealth government.

school in his province, graduating with honors in 1923.

He was one of the first graduates of civil engineering of the University of the Philippines, finishing the course in 1927 and placing third in the board exams of that year. He immediately worked with the Bureau of Public Works, where he rose to become district engineer in 1939.

A year later, President Quezon appointed him vice mayor and city engineer of Quezon City.

During the Japanese occupation, Bernardo, together with Tomas Morato and Sabino de Leon, were arrested by the Japanese and imprisoned at Fort Santiago.

After the war, Bernardo's expertise in engineering proved to be his big asset in his job as new city mayor. An engineer was then needed to supervise the many public works projects urgently needed to rebuild the city. Among the projects were the repair of roads and highways, and the construction of schools and markets.

It was during his term that the local government built a new city hall at the market site in Cubao. The project cost P157,000.

Among his other accomplishments were the construction of eight health centers, new public school buildings, and the acquisition of fire engines.

To provide Quezon City's residents with a place to while away their time, Bernardo negotiated for a tract of land that could be converted into a park, together with a skating rink, an artificial lagoon and a zoo. Bernardo Park, as it would later be called, also featured weekly concerts by both the Army and Constabulary bands.

On July 18, 1948, Congress approved Republic Act 333 amending Commonwealth Act 502, known as the Charter of Quezon City. RA 333 provided that Quezon City would be the "Capital of the Philippines and the permanent seat of the national government." President Quirino signed it into law.

Unfortunately, Bernardo was not able to witness the transformation of Quezon City into a premier city. He was killed in an ambush in Nueva Ecija on April 29, 1949, together with Doña Aurora Aragon Quezon, her daughter and her son-in-law.

Assistant Executive Secretary Nicanor Roxas took over as acting mayor on May 4, 1949. Roxas was the third child of Segundo Roxas and Nemesia Atanacio.

Born on January 10, 1899 in San Roque, Marikina, Rizal, he taught in the public schools of Rizal immediately after graduating from high school. At the same time, he studied law at the University of Santo Tomas, obtaining his law degree in 1922 and his masters of laws in 1926.

It was during his short stint as acting mayor that Quezon City was inaugurated as the national capital of the Philippines. On October 22, 1949, ground was broken at the proposed new site of the national government center in the national capitol building at Constitution Hill.

The welcome arch at the rotunda marking the boundary between Manila and Quezon City was also built. It was also in the same year that the construction of the Roxas Homesite, originally called Project One, was started. Roxas served as acting mayor for eight months.

Ignacio Santos Diaz became the next city mayor on January 4,



President Elpidio Quirino, with members of the Capital City Planning Commission, which drew up development plans for QC.

1959. As a congressman from the first district of Rizal, Diaz sponsored House Bill 159 seeking to separate Quezon City from the City of Greater Manila. It was subsequently approved.

He pushed for a bill seeking to make Quezon City the "capital of the country." As chairman of the congressional committee on landed estates, Diaz carefully studied the plans of the Capital City Planning Commission, to ensure that they served the interests of the projected metropolis.

Ignacio Santos Diaz, born October 4, 1906, was the fifth of ten children of Roberto Santos Diaz and Roberta de la Cruz of Marikina, Rizal. He graduated from the Philippine Law School in 1929 and served as justice of the peace in Binangonan, Rizal from 1931 to 35.

He went into private practice during World War II and later

ran for a congressional seat in the first district of Rizal in 1945.

During his term, Diaz worked to have the Quezon City Charter revised, for it to accommodate the new development thrusts of the city. The result was Republic Act 537 which, among others, increased Quezon City's original area tenfold to 15,359 hectares and drastically changed the composition of the city council.

The V. Luna General Hospital was inaugurated during Diaz' term. Named after Col. Victoriano Luna, the first army surgeon, the hospital attends to the medical needs of the soldiers and their dependents.

A construction boom was then going on in the city. Quirino Housing Project 2 was finished in 1952 and was followed by the construction of Project 3.

More universities and campuses were being set up in Quezon

City. Ateneo de Manila changed its name to Ateneo University, as it settled itself on a sprawling lot on Katipunan Road, just a kilometer away from UP.

Maryknoll, now Miriam College, followed suit. St. Theresa's College and St. Mary's College had by then also transferred to their present city locations today.

In 1953, the Philippine-American Life Insurance Company bought a large tract of land on Highway 54 from the government and built the Phil-Am Life Homes, which the "Reader's Digest" was to describe in an article as the "greatest thing in modern housing anywhere else in the world."

Meanwhile, Diaz built more police outposts and bought more vehicles for the police force. He ordered the construction of markets in Galas, Cubao and Kamuning; the Kamuning slaughterhouse; the La Loma fire station

and the La Loma high school; health centers in Kamuning, San Francisco and Balara, and other schoolbuildings in Cubao and San Jose.

The presidential elections of 1953 catapulted erstwhile Defense Secretary Ramon Magsaysay to the presidency, running under the Nacionalista Party. Diaz, being a Liberal, resigned his city post.

Appointed to replace Diaz was Norberto S. Amoranto, a political neophyte working then with the Bureau of Internal Revenue. Amoranto held a master's degree in taxation from the University of Manila.

Amoranto was born on June 4, 1908 in Barrio San Jose, Biñan, Laguna. His mother was a meat vendor while his father was a goldsmith. He was the eighth of nine children.

Amoranto finished his elementary and high school in Laguna,

after which he went to Manila to study a pre-law course at the University of Manila, and later at National University. He obtained his bachelor of laws degree in 1932 from the Philippine Law School. In 1936, he married his high school classmate, Asisola Lim, with whom he was to have four children.

While a student, he worked as a messenger, and then later, as a clerk. After graduation, he worked with the BIR, where he rose from assistant tax examiner to senior tax examiner.

In 1951, he resigned from the BIR to set up a law firm with Zoria and Pecino, where he soon earned a reputation as one of the country's best tax lawyers.

It seemed only natural that among Amoranto's first priorities would be to look into the dismal financial conditions of the city brought about by the previous

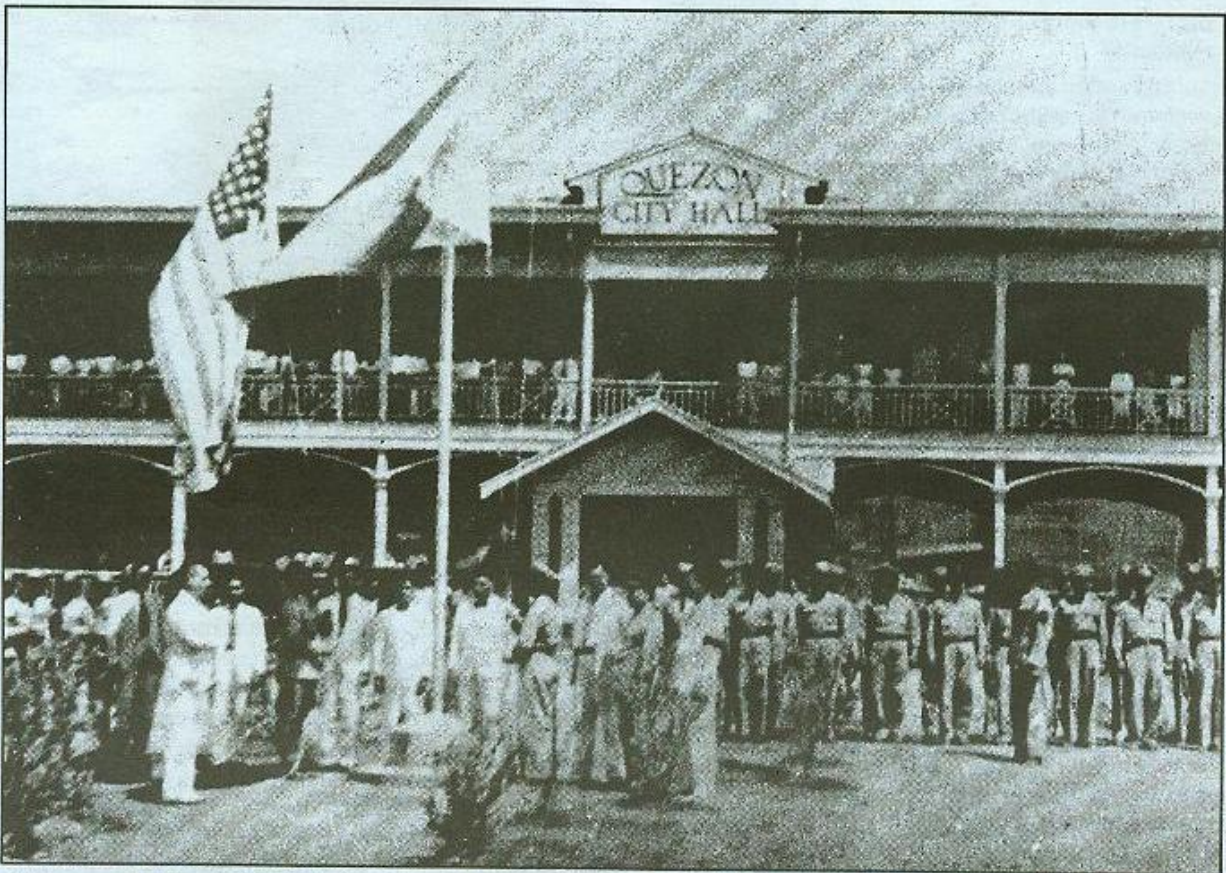
administration's deficit spending policy.

Drawing on his expertise in taxation, he devised various ways to improve the city's tax collections, which, in succeeding years, would bear fruit through ever increasing government revenues.

Meanwhile, the city continued to grow. The government landmarks would gradually change the city's unadorned landscape.

Construction of the Veterans Memorial Hospital began on September 17, 1953; it was finished after two years. Situated on a sprawling 55-hectare area on North Avenue, the hospital was America's fulfillment of her promise to provide health care to Philippine Army veterans incapacitated during World War II.

In 1956, the cornerstone of the National Orthopedic Hospital was laid. In the interim, more government health care centers



This was the first Filipino - American flag ceremony held in front of the first Quezon City Hall, where Mayor Tomas B. Morato held office. This old QC Hall was in Cubao, near what is now Aurora Blvd.



Quezon, in a pensive mood.

were established. San Francisco High School was inaugurated, and Quirino Housing Project 4 was also begun.

The following year, construction of one of the most significant landmarks of the city started, with the laying of the cornerstone of the new P2 million city hall on a 12-hectare lot on Silangan Avenue, near the Quezon Memorial Circle, on December 20, 1957.

However, it would not be inaugurated until 15 years later, on January 1, 1972. But its leaders can proudly say that the new city hall was built out of the city's own resources and not from national government dole-outs or financial subsidies.

Construction of the Departments of Agriculture and Natural Resources buildings, and the Bu-

reau of Agricultural Extension, on Quezon Memorial Circle were also begun in 1957.

The city was also soon being dubbed the "science center" of the country, because of the presence of several laboratory and academic institutions.

An August 31, 1953, the Manila Observatory of the Jesuits was inaugurated at Loyola Heights. Also in the same year, the first atomic reactor, shaped like an egg, was erected on a five-hectare lot near the University of the Philippines. Atomic scientists would soon be able to do researches in the field of agriculture.

The construction boom had attained a feverish pitch by the time the city was preparing for its silver anniversary celebrations. An index of its phenomenal growth was the development of several

resorts, fashionable golf courses, shopping centers and nightclubs.

But Amoranto himself admitted that the city still lacked certain modern amenities, such as a modern slaughterhouse, a zoo, a cultural center or theater and a technical school. They would later be enjoyed by its citizens in the succeeding years as the city government's income increased.

In 1966, a 5.8-hectare sports stadium was built on a government lot on Roces Avenue. It boasts of a grandstand, an eight-lane track and field oval, bleachers and a gymnasium. The stadium was named after Amoranto.

Asia's best-equipped heart center was inaugurated on St. Valentine's Day, 1972. Located on East Avenue, the Philippine Heart Center is equipped with the most modern facilities with which to care for patients afflicted with heart disease.

In 1976, Amoranto, then 68, felt he had served his constituents long enough and expressed his wish to retire from office. He wanted to spend more time tending to his fruit trees at his small farm in Minuyan, San Jose del Monte, Bulacan.

He had survived four national elections and served four Philippine presidents - a witness to the people's enduring faith in his ability to run their city.

Adelina Santos Rodriguez was named the new city mayor on March 31, 1976. Born of a rich Pampango family which used to operate several first class theaters in Manila, such as the Grand Opera House, Plaza Theater and the Tivoli, she studied home economics at the University of Santo Tomas.

She married Isidro Rodriguez, son of Amang Rodriguez, then mayor of Manila. They have ten children. Among others, she was president of the Rizal Federation of Women's Clubs. She held office for ten years, or until April 13, 1986.

On April 18, 1986, Brigido R. Simon, Jr. was named officer-in-charge (or OIC) of the city. In the next local elections in February 1988, he won for city mayor. He is the incumbent today.

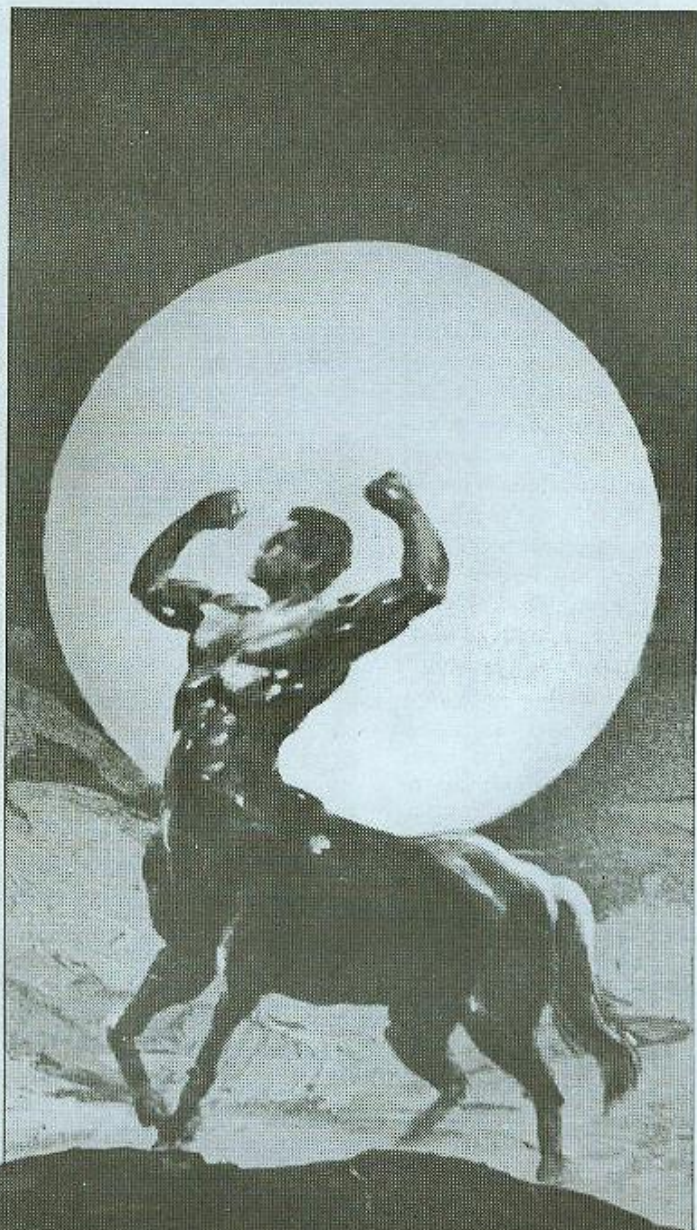
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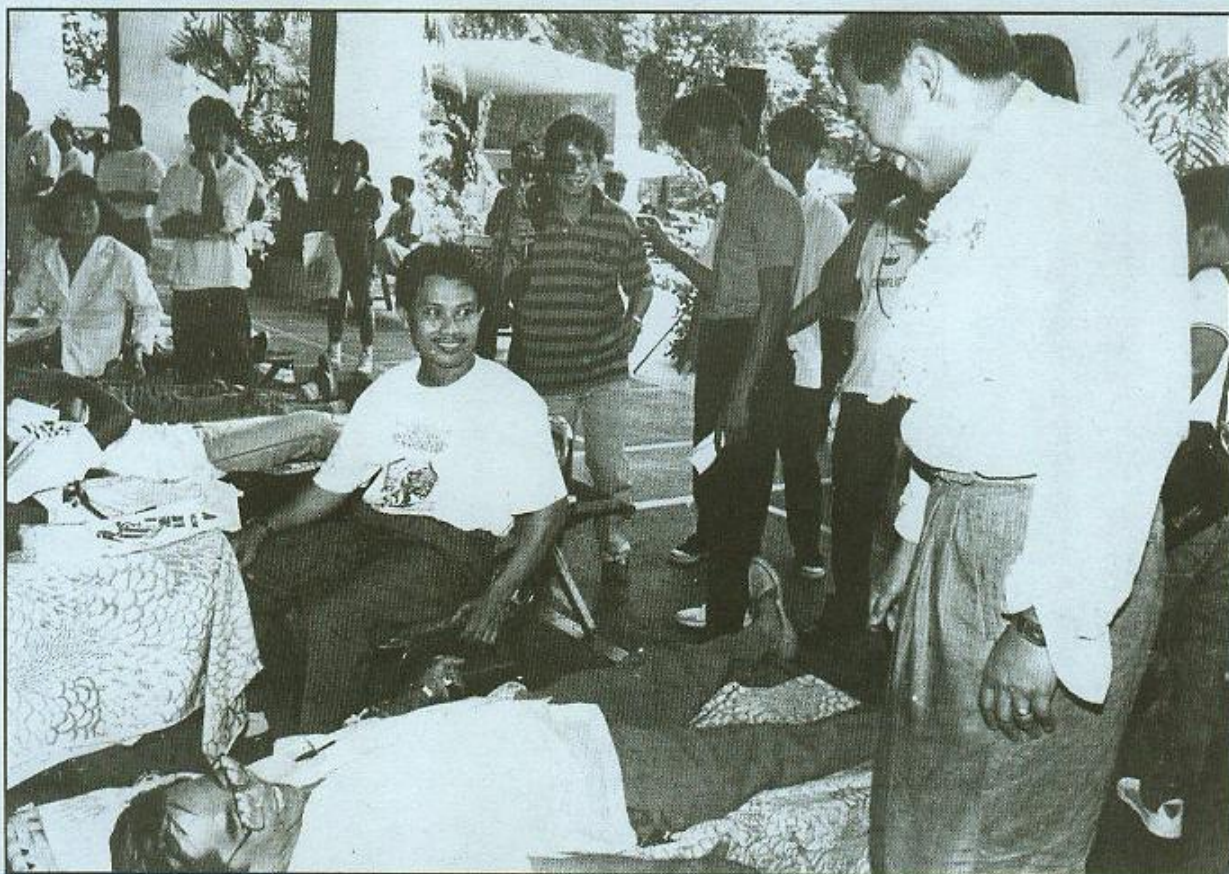
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Leaving no stones unturned in the fulfillment of the QC dream



QC Mayor Brigido R. Simon, Jr. , reconciles with erstwhile political rival Charito Planas. Others shown are (from left) QC Vice Mayor Vicente C. Sotto III, Helen Gamboa and Mavic Simon.



Simon greets a donor during a bloodletting drive held on his birthday at the QC Hall.

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

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

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

He has launched bold, innovative programs that address 11 important needs of the people of the city, and this set of programs is what guides all activities of his city administration. These are hous-

ing, employment, cleanliness and sanitation, public morality, public services, the environment, political reconciliation, public health, peace and order, public education and economic growth.

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

Two pilot housing projects have been started in Manresa (in San Francisco del Monte) and in Payatas (near Fairview), which are two depressed barangays inhabited by many squatter families.

Ninety houses have been built in Manresa, and construction will be sped up in the coming months.

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

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

to the city housing program are the Community Mortgage Program and the Home Mortgage and Insurance Program.

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

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

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

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

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

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

Quezon City contributes, at present, P80 million a year to the Metro Manila Authority, which in turn provides 100 dump trucks, which make 200 garbage collection trips a day, and 2,400 metro aides who clean the public areas of the city. These,



Simon joins barangay volunteers in cleaning up city streets.

however, are not enough to clean the city.

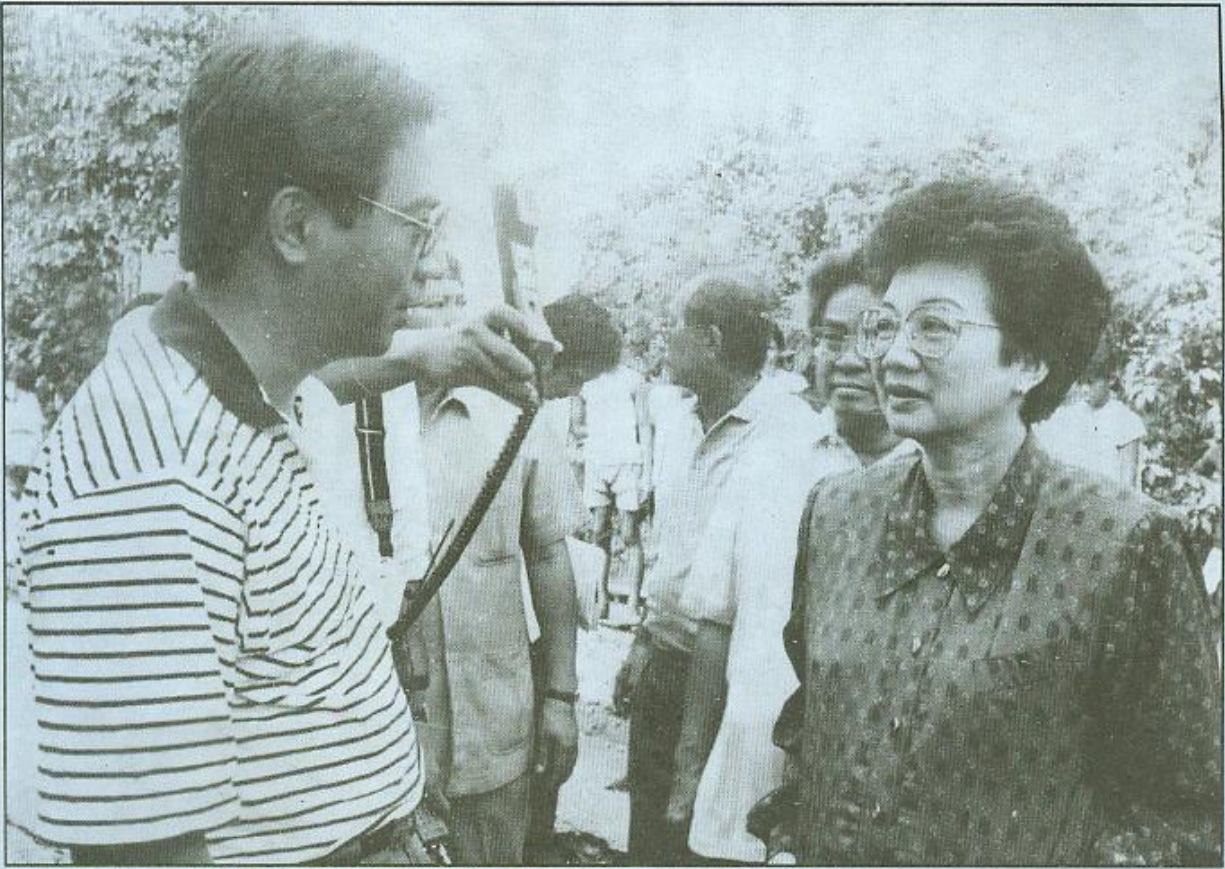
To help ease the problem, Simon has deputized 13,729 volunteers from the city barangays to help in the clean-up and beautification work of the metro aides. Aside from this, he plans to install small incinerators in each of the city barangays, which would burn the garbage right in the local neighborhoods.

The incinerators, which have

passed pollution standards, will eventually reduce the use of dump trucks to a minimum.

The peace and order program (*Binhi ng Kapayapaan*) obviously intends to stop crime and criminals in the city.

In support of Simon's campaign against crime, the city council recently appropriated P9.8 million to buy 30 new mobile patrol cars and P11.5 million to buy 600 pistols and 100 shotguns



Simon chats with President Aquino. (Photo by Rene N. Sango)

for the city police. In addition, the city council has set aside P50 million to buy sophisticated police equipment, to be later distributed to police and barangay officials, to help them in law enforcement.

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

Drug abuse has been checked in the city after an intensified drive launched by the city government, through its anti-drug abuse council, which is headed by Vice Mayor Vicente C. Sotto III. Through the council, more than

1,200 drug users have been rehabilitated and a number of pushers have been arrested and jailed.

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

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

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

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

The environment program (*Binhi ng Kagandahan at Kalikasan*) seeks to protect and preserve the environmental balance of the city, Simon observed that in the 1939 master plan of the city, drawn up by Quezon himself, the four triangles of the city--west, south, east and north, each one covering 100 hectares--were all meant to be forest parks. Crowning them would be the 26-hectare elliptical area, now known as the Quezon Memorial Circle. Farther north is, among others, the 444-hectare National Government Center, which today, sad to say, is home not only to the House of Representatives, the

Commission on Audit and the Department of Social Welfare but also to 20,000 squatter families.

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

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

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

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

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

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

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

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

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

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

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

on electoral policies.

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

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

After graduation, he lived for six months among the poor of the Tondo Foreshoreland. He



Simon and Vice Mayor Vicente C. Sotto III inspect new cars donated by the city government to the QC police.

provinces.

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

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

worked for three years as an executive assistant of the Mindanao Development Authority, then served as a consultant of the National Housing Authority in 1976. After going into business himself for sometime, he decided to delegate the management of his business, in order to be more active in the political and civic movements of the country.

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



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QUEZON CITY GOVERNMENT

The Quezon City government is headed by Mayor Brigido R. Simon, Jr. and Vice Mayor Vicente C. Sotto III. It has three congressmen and a congresswoman, 27 councilors, 140 barangay captains and 840 members of the Sangguniang Pambarangay.

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Vice Mayor

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VICENTE C. SOTTO III

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EMILIO G. TAMAYO

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Asst. City Administrator
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Asst. City Administrator
for Fiscal Affairs and
City Treasurer
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City Assessor
City Personnel Officer
Public Affairs and Information
Services Office
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Cultural and Tourism Affairs
Office
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 Director
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 ISMAEL MATHAY

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 Asst. City Engr. for Operations
 Asst. City Treasurer
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 DANTE M. VILLORA

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 Asst. Schools Division Superintendent,
 Secondary and Elementary City
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 Asst. City Cultural and Tourism
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DOMINADOR OCRISMA

Asst. Chief License Officer,
 Business Permits & Licenses
 Office

NORMA F. CRISOSTOMO

24 SUB-CITIES

For faster delivery of essential services

By VITO E. BARCELO JR.

The division of Quezon City into 24 sub-cities, each one headed by a city councilor holding the title of deputy mayor, is a formula designed by Mayor Brigido R. Simon, Jr. to accelerate the delivery of basic services to the people of the city.

Through an ordinance passed by the council, the city has been divided into 24 political units, called "sub-cities," each one consisting of a cluster of barangays and headed by a deputy mayor.

Simon appointed the city councilors as the deputy mayors. All accepted their appointments, except one.

Under the formula, QC is divided into four districts, with each district having six sub-cities. The sub-cities, and their deputy mayors:

- Bago Bantay - Teodoro Ramos.
- Pugad Lawin - Alberto Galarpe.
- Kanluran - Emilio Tamayo.
- San Francisco del Monte - George Canseco.
- San Jose - Reynaldo

Calalay.

- La Loma - Wilma Sarino.

● Batasan - Melencio Castelo.

● Greater Fairview - Dante Liban

● Novaliches - Felicitas Biglang Awa

● San Bartolome - Edgardo Serrano

● Balintawak - Isidro Saludes

● Tandang Sora - Norberto Cabigao.

● Cubao - Elizabeth Gaba.

● Quirino - Dennis Roldan.

● Murphy - Laoag Paras.

● Katipunan - Jorge Bernal.

● Greater Fairview (North) - Joe Paculdo.

● Kamuning - Ricardo del Rosario.

● Kaunlaran - Alberto Francisco.

● New Manila - Herminio Bautista.

● Mabuhay - Guillermo Altuna.

● Diliman - Francisco Pangilinan.

● Central - Cielito del Mundo.

Only councilor Alicia Her-

rera refused an appointment as deputy mayor.

At a meeting with the 140 barangay captains of the city, Simon urged them to cooperate with city officials in the development programs of the city.

Immediate assignments of the sub-city officials are peace and order and proper garbage disposal campaigns.

To help them, Simon promised to equip all barangays with radios, for more efficient communication, and to set up more police sub-stations in the city.

The "sub-city" concept is Quezon City's version of "perestroika," or restructuring, which aims at reducing bureaucracy through the delegation of power and responsibilities to the smaller units of government in the city.

The aim, in the end, is for the citizens to become more involved in city programs and activities. Despite criticisms from some sectors, the sub-city formula of QC is an innovation in the country. It could be the city's long-awaited formula for development and progress.

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Top 200 Firms of QC

P23 billion in total revenue

By ERNESTO H. VILLOSO

The top 200 business establishments of Quezon City generated P23 billion in total gross revenues in 1987, averaging P115 million in individual gross receipts. The top 20 firms accounted for 53.06% of the total revenues, or P12.178 billion in combined gross sales.

The top 20 are shown in a list on this page.

The listing is based on statistics compiled by the QC economic development board in a publication, entitled "QC Basic Data," that it issued recently.

The board is headed by Edgardo D. Viray, as chief, with Ferdinand M. Buenaventura, as deputy chief.

The actual data were prepared by the EDB research and publications unit, headed by Ricardo S. Ortiz. His staffers are Gerard H. Pacis, Jin C. Celaje, Evelyn C. Soriano, Josephine U. Orda and Teresita R. Medina.

At the beginning of 1988, QC had 19,538 business establishments. These did not include small businesses, such as sari-sari stores, service shops and others generally classified as home occupations.

These 19,538 businesses were more or less evenly distributed among the city's four districts, with District I accounting for 5,372 (or 27.5%) and District II with 4,119 (or 21%), District III with 4,694 (or 24%) and District IV with 5,353 (or 27.4%).

These businesses are categorized into manufacturing, construction, wholesale and retail trade, banking and finance, community, personal & social services, transportation, storage and communication services, and others.

District I is where most of the manufacturing outfits are located, with 1,110 (or 32%) of the total of 3,481 in the city.

The city's banking and fi-

Table 1		Gross Revenue (Million Pesos)
Name		
1. Mercury Drug Corporation		P 3,675.402
2. Engineering Equipment, Inc.		2,162.282
3. Rubberworld Philippines, Inc.		924.620
4. Pilipinas Nissan, Inc.		530.497
5. Data Gen. Philippines, Inc.		420.063
6. Manila Paper Mills, Inc.		387.938
7. Oriental Tin Can & Metal Sheet Mfg.		385.971
8. Jollibee Food Corporation		379.838
9. Republic Broadcasting System, Inc.		338.228
10. Cathay Metal Corporation		328.012
11. Central Textile Mills, Inc.		298.421
12. Cinderella Marketing Corporation		295.377
13. Uniwide Sales, Inc.		287.562
14. General Textile, Inc.		276.593
15. Rosario Brothers Co., Inc.		272.430
16. Johannesburg Packaging Corporation		270.291
17. C.C. Unson & Co., Inc.		261.775
18. Ramcar Corporation		249.275
19. Jacinto Iron Steel Sheets Corp.		229.311
20. Phil. Tobacco Flue Curing & Redrying		204.268
Total		P12.178.154

nance establishments are clustered in District IV, where 494 (or 42%) of the city's total of 1,185 are situated. Also, District IV monopolizes the construction category, with 125 (or 45%) of the city's total located in the area.

The other business categories are equitably distributed among the city's four districts.

At the sub-city level, San Jose Sub-city accounts for the most establishments in the manufacturing sector, with its 290 factories.

In the construction sector, Sub-city Cubao has the most, with 33 establishments. Cubao also dominates in wholesale and retail trade, with its total of 805 businesses, as well as in banking and finance, with its 228 establishments.

In community, personal and social services, Cubao again leads, with its 854 establishments. But

in the transportation, storage and communication services category, Sub-city Kamuning has the most, with 10.

At the barangay level, Barangay Apolonio Samson in Sub-city Balintawak has the most manufacturing establishments, with 144.

In the construction category, Barangay Central of Sub-city Central leads, with 26 establishments. Barangay Socorro of Cubao Sub-city tops in wholesale and retail trade, with a total of 569 businesses. It also leads in banking and finance, with a total of 118 establishments, as well as in community, personal and social services, with its 505 establishments.

The most establishments in transportation, storage and communication services are in Barangay Matandang Balara of Sub-city Balara, which has 6.



Cubao, as seen from the air. It is the biggest business district in the city.

Photo by ARTURO M. SON

The 20,000 medium and large businesses in Quezon City provide employment to 252,106 wage earners, distributed by district, as follows, as shown by a table on this page.

Based on business category, city employment figures are distributed (as per another table on this page).

Under the manufacturing category, the highest number of individuals employed at the sub-city level is in Balintawak Sub-city, with 23,164. In the construction sector, Sub-city Katipunan has

the highest employment figure of 2,550.

Again, Sub-city Cubao dominates three business categories, with the following employment figures: wholesale and retail trade (7,121), banking and finance (4,540) and community, personal and social services (8,476).

Sub-city Kanluran has the most workers in transportation, storage and communication services, with 2,441.

At the barangay level, the following barangays have the highest employment figures for each business category indicated, (see

table on this page).

Quezon City, with its area of 15,359 hectares (or 153.6 sq. kilometers) occupies 26% (or more than a fourth) of the total land area of Metro Manila. Of this area of 15,359 hectares, some 11,750 hectares are classified as developed, with 2,042 hectares (or roughly 13%) allotted for industrial and commercial use.

This leaves approximately 3,600 hectares available for further development, or almost a fourth of the total land area of the city. This represents much potential opportunity for businessmen.

District	Number Employed
District I	60,358
District II	55,184
District III	54,469
District IV	82,095
TOTAL	252,106

Business Category	Number Employed	Percent of Total
1. Manufacturing	95,195	37.76
2. Community, Personal & Social Services	63,533	25.20
3. Wholesale & Retail Trade	43,808	17.38
4. Banking and Finance	21,570	8.56
5. Others*	13,417	5.32
6. Construction	9,290	3.68
7. Transportation, Storage & Communication Services	5,293	2.10
Total	252,106	100.00

* Refers to about 13,000 employed in educational institutions in the Diliman area.

Category	Barangay	Sub-city	Number Employed
1. Manufacturing	Apolonio Samson	Balintawak	- 17,686
2. Construction	Bagumbayan	Katipunan	- 2,010
3. Wholesale & Retail	Socorro	Cubao	- 5,442
4. Banking Finance	Socorro	Cubao	- 2,327
5. Community, Personal & Social Services	Socorro	Cubao	- 5,978
6. Transportation, Storage & Communication Services	Bagumbayan	Katipunan	- 410
7. Others	U.P. Village	Diliman	- 13,056

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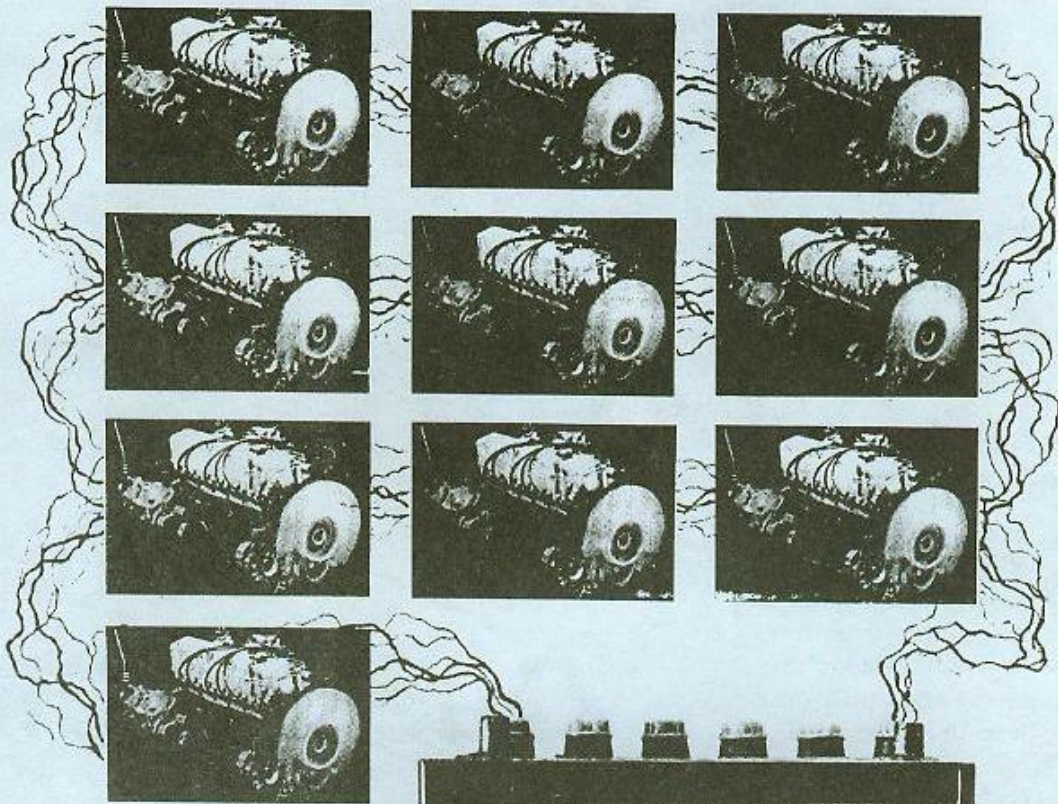
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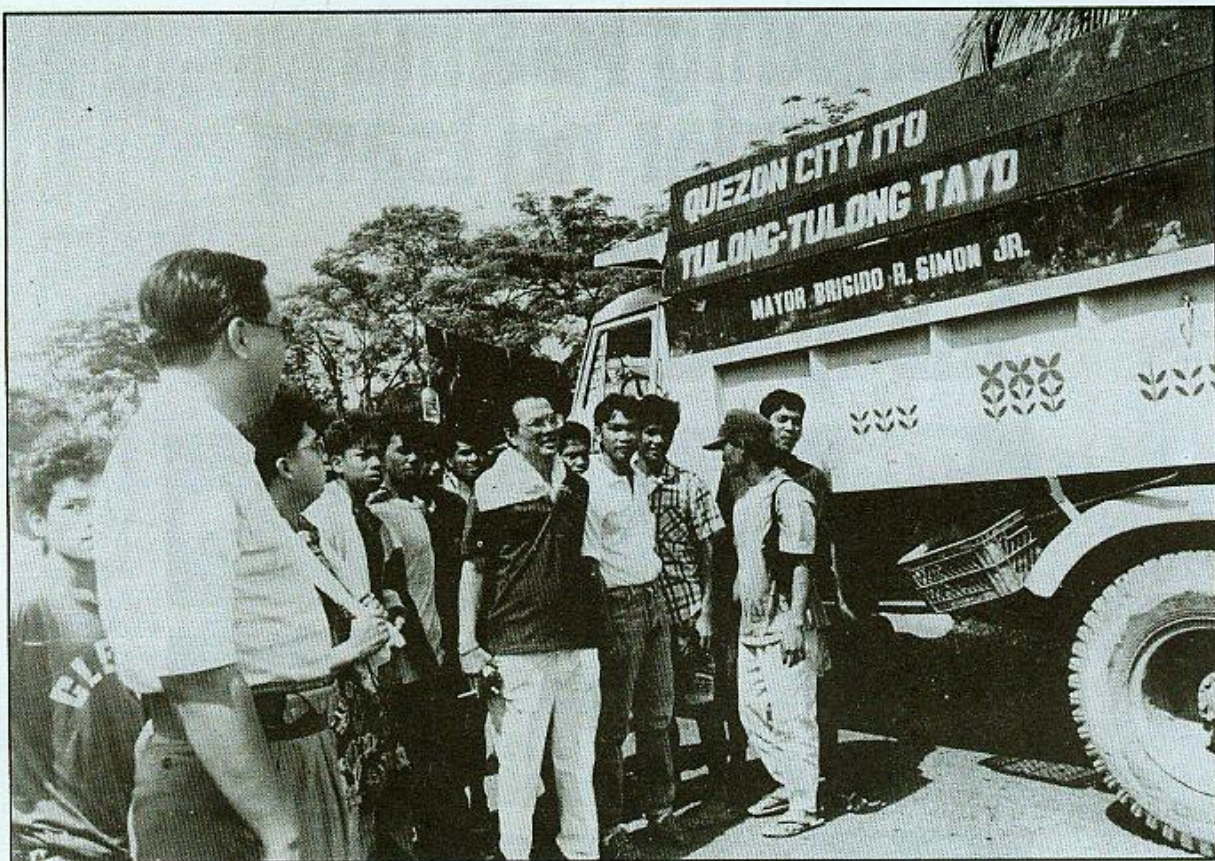


In an experiment conducted by RAMCAR's battery experts, Oriental Battery proved to have overwhelming starting power.

The results showed that one Oriental Battery was able to start ten engines simultaneously.

Present during the experiment were technical experts from the Auto Rally Club of the Philippines (ARCP).

Walang Mintis!



Proper garbage disposal practices are urged by city officials among city residents.

Quezon City enjoys steady progress today, through a set of innovative programs conceptualized and developed by its energetic mayor, Brigido R. Simon, Jr.

The programs address 11 specific and important needs of city residents, namely, housing, employment, cleanliness, public morality, education, community cooperation, the environment, public services, peace and order, public health and economic growth.

In what observers say virtually consists of a "state of the city" report, here are brief descriptions of the programs:

To build Quezon City into a 'Showcase of the Nation'

By LANE VILLOTA

1. The Housing Program

One third of all city residents are squatters. Another one third rent houses usually at rates that can be called excessive. The rest own their homes.

New housing subdivisions are continually being developed by private companies in the city, but these lots are being sold at prices that only the upper middle income and the rich can afford.

The city government has launched, therefore, a mass housing program aimed at giving homes to the low income families of the city.

One of its pilot projects is a two-hectare site in Barangay Manresa, which had housed a squatter community. The community was destroyed by fire two years ago.

A total of 549 houses will be built on the site, to be sold to low income families at easy monthly amortizations of P300 to 350. To date, 90 houses have been built at the site.

The city government, through Simon, has turned over the titles of 31 middle-income housing units in Kasiyahan Village 111 in Novaliches to their beneficiaries. The housing units, costing P6.8 million, are a joint venture of the city government and Rubberworld Philippines, Inc.

They are the first of the 134 row housing units in QC, with beneficiaries coming from the different government agencies, including employes of the city government and Rubberworld.



Quezon City Mayor Brigido R. Simon, Jr. meets Mandaluyong Mayor Benjamin Abalos, who is also a former chief of the Metro Manila Authority.

Other housing projects which are under construction are Delmundo Subdivision housing units in Barangay Llano in Novaliches, Payatas Housing Project, and the Escopa housing units in Project 4.

Similar mass housing projects have been set up in

other places in the city. A total of 5,000 houses are expected to be built by end of this year. By 1992, the program aims to build 40,000 houses.

In support of the program are the Community Mortgage Program and the Home Mortgage Insurance Program, all

set up to provide financing and other assistance for the mass housing program.

2. The Employment Program.

A total of 25 percent of the labor population of the city are unemployed or underemployed. To address this problem, the city has set up an Economic Development Board, and it is assigned to invite foreign investors to set up mini-industrial estates in the city, which in turn will mean up to 50,000 new jobs.

A livelihood development program, called Task Force Kaunlaran, operates seven mass-based livelihood projects.

The projects are expected to benefit at least 40,000 unemployed QC residents by end 1994. To date, 5,300 beneficiaries have benefited from the program.

In the Isang Gunting, Isang Suklay (IGIS) project, at least 310 participants graduated recently. Also 1,000 trainees have so far graduated from the computer training and some 1,000 more are still training, through assistance from the Microsoft Computer School.

The Alwagi, or carpentry training, for the out-of-work

has graduated 206 participants. High-speed sewing training, which falls under the Alwagi program, was launched recently, with at least 300 people training under the supervision of Task Force Kaunlaran. There are also 30 trainees in high-speed sewing, under the Vice Mayor's Office livelihood program.

The city government also launched recently its new "Mobile Technical Skills Train-

referred to different hospitals for surgery, and 1,172 people have received free eye consultations.

Hundreds of the city's poor have also benefited from the projects of Talipapang Gala and Purok Damayan/Bahagian. Also, 90 poor families have received seeds and garden tools under the program, Pangkabuhayan sa Tiwangwang na Lupa.

3. Cleanliness and Beautification Program.

The garbage situation in Metro Manila, as admitted by no less than President Aquino, has been dismal. But the problem is being addressed most intensively in Quezon City.

Quezon City, at present, contributes P80 mil-

lion a year to the Metro Manila Authority, which in turn provides 100 dump trucks making 200 garbage collection trips a day and 2,400 Metro Manila sides working on eight-hour shifts. These are not enough to clean the city, however.

A program that seeks the active participation of the barangay and its residents has been launched. The prototype of a barangay-based incinerator designed by a local inven-



Simon signs the papers for a city housing project.

ing," with the least 60 participants coming from the city's out-of-school youth. The Mobile Skill Training covers special training in airconditioning, electronics and electricals, through the cooperation of Merarco Foundation.

Project Free Eye Check-Up, or Free Eyeglasses, has benefited at least 3,500 poor residents. Some 2,200 beneficiaries have, so far, received free eyeglasses, 109 have been

tor has been installed at City Hall.

Passing an anti-pollution test, this mechanism hopes to institute the "kariton," or push cart, as the mode for collecting garbage in the neighborhood. This will ultimately reduce the use of dump trucks to the barest minimum.

The barangay-based incinerator approach does away with transport problems. Garbage is carried off on short distances and mostly through side streets, avoiding the main roads as much as possible. Accumulation is small and it keeps the environmental problem at harmless levels.

The city will save at least P50 million a year with its eventual employment of 13,729 barangay volunteers, who will augment the clean-up and beautification work of the Metro aides.

The barangay volunteers, called Barangay Environmental and Sanitation Team (BEST), are authorized to arrest violators of the anti-littering ordinance. At least 141 violators have been arrested since May. Littering is pun-

ishable with a P200 fine and a jail term of one to six days.

The 13,729 BEST volunteers have been divided among 840 Pook Kalinisan areas in the 140 barangays of the city.

4. Anti-smut, anti-



Quezon City Vice Mayor Vicente C. Sotto III drops the cornerstone of the QC drug rehabilitation center.

lewd show program.

It is often said that immorality and worldliness are the natural fruits of modernization. But the city government will not be a prisoner of

such a belief. In 1988, the city government launched a drive against establishments showing lewd shows. Sauna baths known to be fronts for prostitutions have gotten the same treatment. Dozens of violators have been rounded up in the past four years.

5. Operation "Dalaw."

Simon has promised that the needed basic services will be directly delivered to the people and he has started almost daily rounds of visits to the city's 140 barangays. This visitation program, called "Oplan Dalaw," was launched last May 16.

6. City Greening Program.

President Quezon dreamed of a Capital City that, in his own words, shall be aesthetically the "showcase of a nation."

In the original 1939 master plan of the city, drawn up by Quezon himself, the four triangles--west, south, east

and north --consisting of 100 hectares each, are all supposed to be forest parks.

Crowning it is the 26-hectare elliptical area, now known as the Quezon Memorial Circle.

Farther north are the 493-hectare sprawling campus of the University of the Philippines, the 50-hectare arboretum, the Balara Filtration Plant, the 444-hectare National Government Center, the 98-hectare tree-lined Republic and Commonwealth Avenues, and the 2,500-hectare La Mesa Dam.

To protect the environmental balance of the growing city and preserve its lush greeneries, Quezon decreed that no factory or industrial site should be allowed in the Marikina and San Mateo Valleys.

The Quezon City Parks Development Foundation, headed by Charito Planas, has been set up to start the long process of re-beautifying Quezon City and its environs. At present, QCPDF is developing the QC Memorial Circle.

Specific areas for aerobics, biking and jogging have been set up in the circle. A cluster of fastfoods and restaurant kiosks dot the circle, the would-be filling stations of park promenaders for lunch, snacks and meriendas. Within the park, a medicinal garden showcases various herbs and plants. This month, QCPDF will plant 2,000 bougainvillea plants around the circle.

7. "Binhi ng Pagtutulongan, Kapatiran, at Pagkakaisa."

After the EDSA revolution, political reconciliation continues to be a concrete program of the city.

It was best shown when Simon and Charito Planas, and other political rivals, decided to reconcile and work together for the progress of the city.

8. Health and anti-



Relief goods are readied by city officials for distribution to victims of the recent earthquake.

drug abuse program.

The city government has launched an immunization drive to protect the children of indigent families from deadly diseases. The Department of Health describes QC's immunization system as one of the best in the country.

Another plague that has hit the city is drug abuse but this problem has been checked after an intensified drive against drug abuse launched by the city government, through its Anti-Drug Abuse Council. At least 1,200 drug users have been rehabilitated through QCADAC and a number of pushers have been arrested and jailed in the past years.

The city's sports program also contributes to the development of human resources. Barangay sports programs have been initiated to give idle youth fruitful activities.

9. Drive Against Crime.

The city government has committed itself to an all-out offensive against crime and criminals. The city council appropriated P9.8 million for the

purchase of 30 additional mobile patrol cars. An additional P11.5 million was allotted for the purchase of 600 pistols and 100 shotguns for the use of the QC police force.

The QC government has also acquired sophisticated communications equipment, now used in city police work. It has also acquired hand-held radios for each of the barangay captains in the city, channels for communication during calamities and in the campaign against crimes.

10. Skills Training Program

In this city of almost two million inhabitants, we cannot help but have our share of concern for the out-of-school youth.

The city government, in a joint effort with the business community, has set a polytechnic school in San Bartolome, Novaliches, where students are trained in skills needed by local firms, notably Rubberworld Philippines, which assured the local government of at least 2,000 sure jobs to the first graduates of the polytechnic school.

An Exposé on PAGCOR

How It Was Then.

Before the February revolution, the average monthly income was ₱29 million. The highest monthly income declared was ₱55 million.

In ten years, from 1976 to June 1986, the total remittance of the old PAGCOR to the government was ₱2.1 billion.

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

There were 10 casinos then.

PAGCOR, then, was exempted from audit.

PAGCOR operations then were veiled in secrecy.

The difference in the way the casinos are run today has led to a sizable increase in PAGCOR's income, out of which approximately 75% goes to the government through remittances to the National Treasury, the Bureau of Internal Revenue, the Social Fund of the President, Cities hosting the casinos and the Philippine Sports Commission. Nothing is left to 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. Considerably different from what it was in the past.

How It Is Now.

Monthly Income

Under the new PAGCOR, the monthly income went up to an average of ₱169 million in 1987, an average of ₱212.5 million in 1988, an average of ₱290 million in 1989 and an average of ₱335 million for the first six months of 1990.

Remittance to Government

In only four years of operation, from July 1986 to June 30, 1990, the New PAGCOR has already remitted a total of ₱7.7 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.

Number of Casinos

Today there are only 8 casinos in operation.

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.



Responding Through Responsible Gaming

Philippine Amusement & Gaming Corporation

PAGCOR House • 1330 ROXAS BOULEVARD, MANILA



Department of Agrarian Reform

QC – a city of ma

By **LYSANDER P. GARCIA**

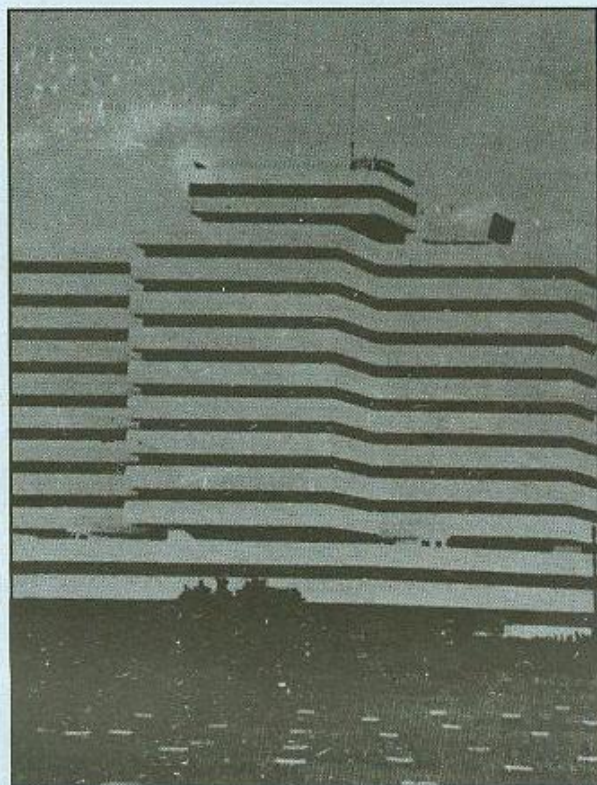
Quezon City is a city of many distinctions. It was, for instance, once the national capital of the country. It held this honor for 28 years - beginning on July 17, 1948, when President Elpidio Quirino signed RA 333 making the city the official capital of the Philippines (it had been Manila before that), and up to 1976, when a presidential decree gave the honor back to Manila.

The city has other distinctions, of course, and they are historical, statistical, political, economic, educational, religious, in media, medical and in infrastructure.

Some of its historical distinctions are as follows:

1. **CRY OF PUGAD LAWIN** -- This was on August 23, 1896, when Andres Bonifacio, founder of the Katipunan, the Filipino revolutionary organization, and his soldiers gathered at a spot in Barrio Pugad Lawin, near what is now Balara, and tore up their cedula (or residence certificates), to declare their independence from Spain. It marked the outbreak of the Philippine Revolution.

2. **CONSTITUTIONAL CONVENTION OF 1971** -- The Constitutional Convention of 1971 held its sessions at the top three floors of the city hall (after transferring from Manila Hotel, where it had begun its sessions). The Constitution itself was signed in 1973



Bureau of Internal Revenue



Batasan

ny distinctions

at the city hall.

3. PEOPLE'S POWER REVOLUTION -- The People's Power Revolution, which forced the dictator, Ferdinand E. Marcos, out of power, and gave Corazon C. Aquino the presidency, was held for four days, Feb. 25 to 28, 1986 at the Epifanio de los Santos Avenue, or EDSA, in the city.

4. CONSTITUTIONAL COMMISSION OF 1986 -- The Constitutional Commission of 1986 drafted the new Constitution of the country at the Batasang Pambansa in the city.

What about the statistical distinctions of Quezon City?

They include:

1. SIZE -- In land area, it is the biggest among the four cities and 13 towns of Metro Manila. It covers 15,359 hectares, or almost five times as big as Manila. It is also the second biggest city in the country, outranked in size only by

Davao City.

2. POPULATION -- It has the second most people among the 17 communities of Metro Manila, with a total population of 1.6 million (as of 1987), next only to Manila.

3. HIGHEST ELEVATION -- The city has the highest elevation in Metro Manila (about 200 meters above sea level), making its air the freshest (or the least polluted) in the metropolis.

4. FLOOD-FREE -- It is the only community in Metro Manila that is mostly flood-free. In times of heavy rain, when all the other three cities and 13 towns are submerged in water, the city, except for a few isolated spots, remains free of floods.

It is mainly because of the high elevation of the city, and partly, too, because of its comparatively newer drainage system (it was first set up shortly before the last world war, which makes it less than 50

years old), as compared to that of Manila, for instance, which was first set up during the Spanish times, or at least a hundred years ago.

5. OPEN SPACES -- The city has the most open spaces still left in Metro Manila. This means it has the most existing opportunities for business and industrial development. Obviously, the city has yet to reach its full economic potential.

6. WIDEST ROADS -- The city has the widest roads in Metro Manila, and traffic is less of a headache than most elsewhere in the metropolis. Parking is less of a problem, too.

What about the political distinctions of Quezon City? Some of them are:

1. CONGRESS -- The seat of Congress, or the Batasang Pambansa, is in the city. This Lower House, headed by Speaker Ramon

Mitra, is composed of 200 elected congressman and a number of appointive sectoral representatives. The Batasan Building is one of the most beautiful government buildings in the country.

2. NATIONAL GOVERNMENT CENTER - It is a long-standing official plan to set up a national government center in the city, which would group all the major government buildings in the city, including the offices of the Executive, Judicial and Legislative heads. This area is what is

major departments. (National Defense, Agriculture, Environment and Natural Resources, Social Work and Development and Agrarian Reform), two constitutional agencies (the Commission of Audit and the Civil Service Commission), the weather bureau (PAGASA), the government power firm (National Power Corporation), the government water systems agencies (Metropolitan Waterworks and Sewerage System and Local Water Utilities Administration), and many other important agencies (such as

including the incumbent, Jose Ong.

6. FOURTH BIGGEST MONEY EARNER - The fourth biggest money earner of the government is the Land Transportation Office on East Avenue. The LTO was set up on June 4, 1964. Its present head is Manuel Sabalza, an asst. secretary of the Department of Transportation and Communications.

7. FAMILY RESIDENCE OF THE PRESIDENT - The family residence of President Aquino is on Times street, near Quezon Avenue, in the city.

8. TWO MILITARY CAMPS - Two major military camps are in the city, namely Camp Aguinaldo, headquarters of the Armed Forces of the Philippines, and Camp Crame, headquarters of the Philippine Constabulary. Both camps are bounded by EDSA, and both played key roles in the People's Power Revolution in 1986.

9. MAIN OFFICE OF THE SSS - The Social Security System, or the SSS, which safeguards the social security rights and privileges of millions of Filipino workers, is based on East Avenue, in the city.

Let's talk about the economic distinctions of Quezon City.

They are as follows:

1. BIGGEST COMMERCIAL CENTER - The biggest commercial center in Metro Manila and nationwide is the Araneta Center, in Cubao, in the city. It covers 35 hectares of shopping/leisure/business establishments. First built in 1960, it is today the economic centerpiece of the city (see pages 70 to 72 for a writeup on the center).

2. ANOTHER GIANT SHOPPING COMPLEX - Another giant shopping complex in the city is SM City, which is part of the Shoemart chain of stores of Henry Sy. SM City, which stands at North Avenue and EDSA, was built in late 1985.

3. BIGGEST DEPARTMENT



Miriam College

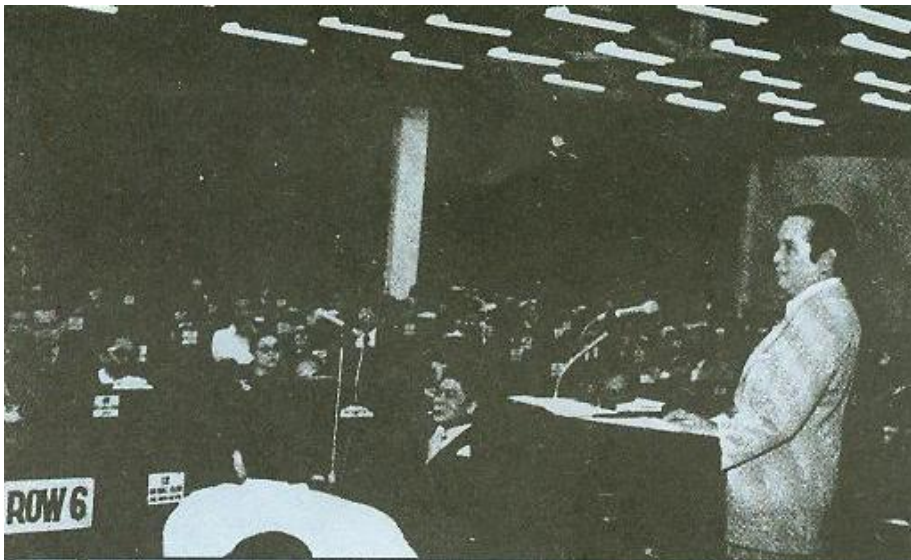
bounded by East Avenue, EDSA, North Avenue and Visayas Avenue. Although about 25 government agencies are now based in the area, the government center plan is far from completion. It may never be completed. Until today, the President continues to hold office at the Malacañang Palace, the Senate continues to hold fort at the old Congress building and the Supreme Court continues to sit at Padre Faura st., all in Manila.

3. MOST MAJOR GOVT. OFFICES - The city, nevertheless is home to probably the most major government offices. It has five

the National Irrigation Administration, National Electrification Administration and National Housing Authority). And the Batasan, of course.

4. MONEY PRINTER - The Central Bank Security Printing Plant, which prints Philippine banknotes, mints coins and operates a gold refinery, was built in 1978 on East Avenue.

5. BIGGEST MONEY EARNER - The biggest money earning government agency, the Bureau of Internal Revenue, is based in the city. The BIR was set up on August 4, 1904. Since then, it has been headed by 26 commissioners,



Diosdado Macapagal, president of the Constitutional Convention, presides at its first plenary session held at the 14th floor of the QC Hall.

QC Mayor Norberto S. Amoranto gives the symbolic key to Constitutional Convention president Diosdado Macapagal at turnover rites for use of the QC Hall by the Con Con delegates. Partly hidden is Vice Mayor Carlos L. Albert.



STORE - The biggest department store chain in the country, Shoemart, has two big stores in the city - inside Araneta Center and inside SM City.

4. BIGGEST BOOKSTORE - The biggest bookstore chain in the country, National Bookstore, has its largest store in Cubao, inside the Araneta Center. National Bookstore has a total of four stores in the city.

5. SECOND BIGGEST DEPARTMENT STORE - The second biggest department store chain in the country, Rustan's, also has a big store in Cubao, inside the Araneta Center.

6. OTHER GIANT DEPT

STORES - Other giant department store chains in the city are Manila COD, Isetann, Uniwide, Syvel's, Fairmart and Cinderella.

7. OLDEST RESTAURANT CHAINS - Three of the oldest Filipino-owned restaurant chains have big outlets in the city. These are Aristocrat, Max's and Barrio Fiesta.

8. BIGGEST FASTFOOD CHAINS - The biggest fastfood chains in the country - Jollibee, McDonald's, Wendy's, Pizza Hut, Tropical Hut and Cindy's - all have several stores each in the city.

9. GIANT SHOPPING MALLS - The first fully-enclosed shopping mall in the country is Ali

Mall, built in 1979. It has a five-level car park.

Another giant shopping mall is the New Farmers Plaza, which cost P600 million to build. A five-level commercial condominium, it was inaugurated in November 1988.

Both shopping malls are part of the Araneta Group of Companies, headed by Jorge L. Araneta.

Not too many people are aware of the educational distinctions of Quezon City, but some of them are as follows:

1. STATE UNIVERSITY - The University of the Philippines the top institution of learning in the country, is based in Diliman.

It was set up 82 years ago (on June 18, 1908), has four autonomous branches (Manila, Los Baños in Laguna, Baguio City and Iloilo), has 47 degree-granting colleges and institutes, employs more than 3,000 faculty members (about 1,500 in Diliman), and has more than 20,000 students.

Its Diliman campus covers 493 hectares, the biggest in the country and one of the biggest in the world. It contains ten student dormitories, seven major dining halls (plus more than 30 smaller eateries), a shopping center, sports and recreational facilities and three commercial banks.

Since the American occupation and up to now, UP has been the hotbed of student activism in the country.

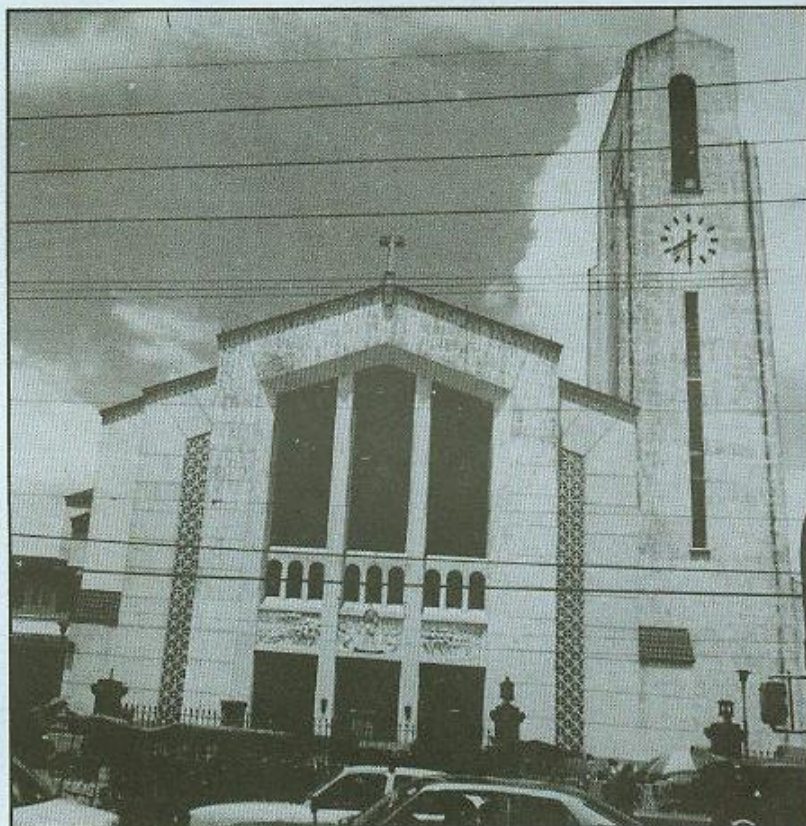
2. BIGGEST LIBRARY - The biggest library in the country is that of the University of the Philippines, with more than 700,000 books and non-book materials.

3. OLD JESUIT SCHOOL - The Ateneo de Manila University, which sits on 77 hectares of land in Loyola Heights, was founded in 1859. It was first located in Intramuros, Manila and was then being run by the Spanish Jesuits.

It started out as a primary school for boys. In 1908, it became a college. In 1921, the American Jesuits took over the school. In 1959, it became a University.

In 1952, it moved to its present site. The land was donated to the school by the Tuazon family, on condition that it be used only for educational purposes. Today, it has about 10,000 students, both male and female.

4. OLD SCHOOL FOR GIRLS - Miriam College, an exclusive school for girls, covers 19 hectares, also in Loyola Heights. It was set up in 1926 in an old, remodeled Augustinian convent in Malabon, Rizal by sisters of the Maryknoll Congregation in New York, upon request by the Arch-



Santo Domingo Church

bishop of Manila, Michael O'Doherty.

Its first name was Malabon Normal School. It later transferred to A. Mabini street in Manila. In 1952, it transferred to its present site, by which time its name had become Maryknoll College.

On May 1, 1989, its name was again changed, to Miriam College, with the turnover of the school to lay managers by the Maryknoll Sisters. Its students total 7,000.

5. OTHER OLD SCHOOLS - Other old schools exclusively for girls in the city are St. Joseph's College, St. Paul's College, St. Theresa's College, St. Mary's College, Sienna College and Stella Maris College.

Now for the religious distinctions of Quezon City. They include:

1. SECOND OLDEST

CHURCH -- the second oldest Roman Catholic church in the country is in the city. This is the San Pedro de Bautista Church of San Francisco del Monte, so referred to because it is located in that city district

It was built in the 16th century. It is named after its first parish priest, Father Pedro de Bautista. His bones are buried in the church, which still has its original altar.

San Pedro de Bautista (1542-1597) was a missionary and martyr. As superior of the Franciscan Order in the Philippines, he selected the site of the church where he founded a convent and a church. He is the patron saint of the people of San Francisco del Monte.

The church site was donated to the Franciscans by Gov. Santiago de Vera, in the name of King Philip II, on Feb. 17, 1590. Chapels

were built of thatch and bamboo in 1590, of wood in 1593 and of volcanic turf in 1599. The last was badly damaged in the Chinese Uprising of 1639. The present church was built from 1696 to 1699, through the generosity of Tomas de Andaya.

To this site retired for prayer and recollection several Franciscans who later suffered martyrdom in Japan in the 16th century and others who led missionary expeditions to Japan, China and Cambodia. The Escuela Serafica, or Probation School for Filipino applicants to the Franciscan Order, was opened on July 16, 1931. The present parish priest is Fr. Jimmy Giron.

2. ONE OF THE BIGGEST CHURCHES - One of the biggest Roman Catholic churches in the country is Santo Domingo Church on Quezon Avenue. It is the shrine of Our Lady of the Holy Rosary,

patroness of Quezon City, and its feast on October 11 is one of the most beautiful festivals in the country.

It is also a historic church, because it was where Sen. Benigno S. Aquino, Jr. laid in state for over a week after he was killed at the airport on August 21, 1983 by soldiers. Millions of Filipinos lined up every day at the time to view his body.

3. MAIN CATHEDRAL - The main cathedral of the Iglesia ni Cristo, a small but politically active Christian sect of Filipino origins, is on Commonwealth Avenue, in the city. Last year, it marked the diamond jubilee (75 years) of its foundation.

And there are also the media distinctions of Quezon City, some of which are:

1. HOME TO ALL TV STATIONS - The city is home to all five commercial television stations of

the country. Channel 2 (ABS-CBN) and Channel 4 (the government TV station) are on Bohol Avenue, Channel 7 is on EDSA and Channels 9 and 13 (Broadcast Plaza) are on Tandang Sora Avenue.

The main reason they are all situated in the city is probably because the city has the highest elevation in Metro Manila.

2. MOST POWERFUL RADIO STATION - Radio Veritas, the only radio station in the country that has transmitters so powerful its broadcast material can be heard practically all over the world, sits on a sprawling lot in Fairview Subdivision in the city. The station is run by the Roman Catholic Church of the Philippines.

3. MAJOR DAILY - One major English-language daily newspaper, Malaya, is based in the city. In addition, MOD, the biggest circulated weekly magazine, is also based in the city.

Few people know of the medical distinctions of Quezon City. Do you know that the city is home to seven specialized government hospitals: The seven are:

1. PHILIPPINE HEART CENTER - This is the only hospital in the country that specializes in the treatment of heart ailments. It was inaugurated on Feb. 14, 1975 and has a total bed capacity of 240. Last year, it had about 62,000 patients. Its director is Dr. Esperanza E. Cabral. The hospital is on East Avenue.

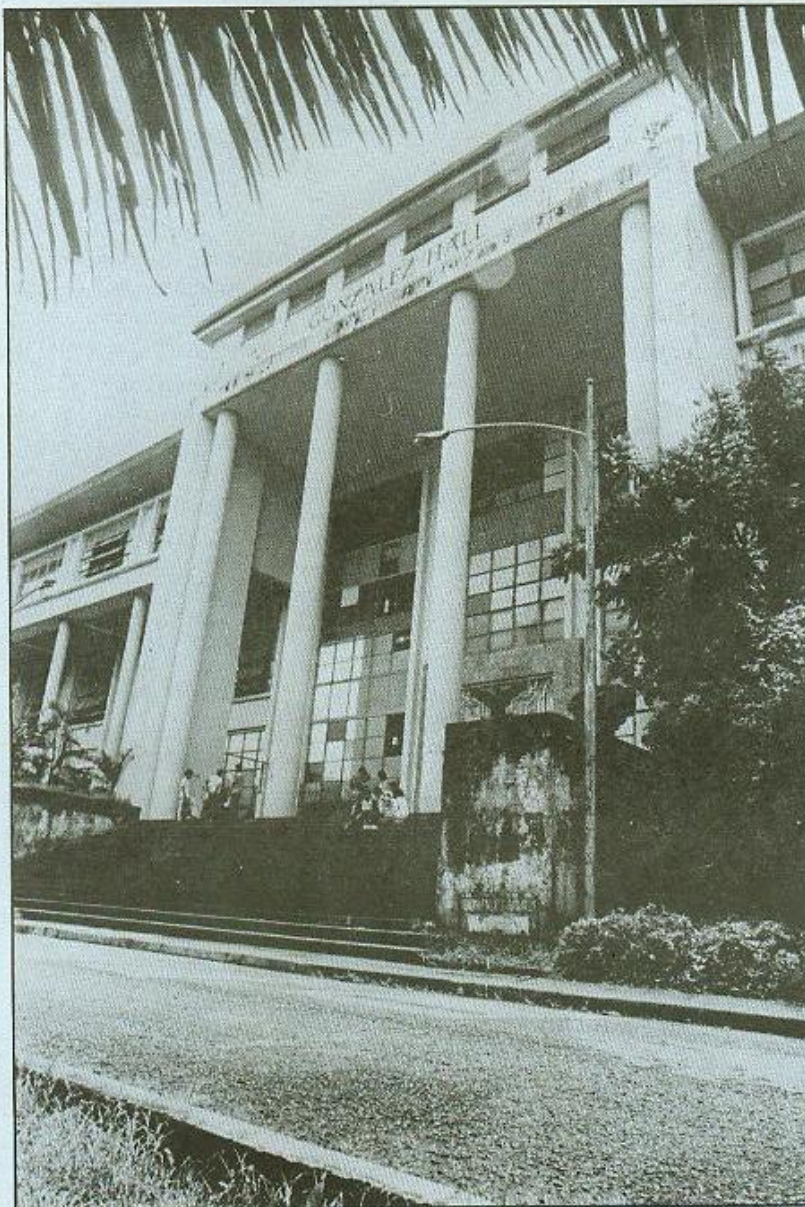
2. NATIONAL ORTHOPEDIC HOSPITAL - This specializes in the treatment of bone diseases. It is on Banawe Avenue.

3. V. LUNA GENERAL HOSPITAL (or the AFP Medical Center) - This is the military hospital of the country, where all soldiers wounded in the field are brought for treatment.

4. NATIONAL KIDNEY



San Pedro de Bautista Church



University of the Philippines Main Library

INSTITUTE - This specializes in the treatment of kidney diseases. It was set up on Jan. 6, 1981. It has a bed capacity of 200 and has conducted many successful kidney transplants. Its director is Dr. Filoteo A. Alano.

5. LUNG CENTER OF THE PHILIPPINES - This specializes in lung diseases. It is on Quezon Avenue.

6. OSPITAL NG KABATAAN

(or Hospital for Children) - This specializes in children's diseases. It is on Quezon Avenue.

7. QUEZON INSTITUTE - This specializes in the treatment of tuberculosis, once a highly dreaded disease in the country. It is on E. Rodriguez Sr. Avenue. It was named after President Quezon, who himself died of TB.

8. OTHER GOVT HOSPITALS - Four other big government

hospitals in the city are East Avenue Medical Center (with 350 beds, it opened in 1969 and its chief is Dr. Adriano G. de la Paz), Veterans Memorial Hospital, Quirino Labor Hospital and Quezon City General Hospital.

9. BIG PRIVATE HOSPITALS - The city has three big private hospitals. They are St. Luke's Hospital, United Doctors Medical Center and Capitol Medical Center.

And here are some of the infrastructure distinctions of Quezon City:

1. BIGGEST CITY HALL - The city has the biggest hall in the country. This is a 14-floor structure built during the time of Mayor Norberto S. Amoranto. It was designed by Ruperto Gaité, constructed by Weldon Construction, Inc. under the supervision of the QC engineer's office and inaugurated on Jan. 1, 1972.

Total construction cost was P18 million. It has beautiful landscaping featuring a sunken garden, a man-made lagoon and an orchids garden.

2. BIGGEST DOME - The Araneta Coliseum, probably the biggest covered dome in the world, is the centerpiece of the Araneta Center in Cubao. It seats 25,000 and is the biggest sports and entertainment venue in the country.

Built in 1960, its first show was the world junior lightweight boxing championship between American titlist Harold Games and Filipino challenger Gariel "Flash" Elorde. Elorde won. Since then, the coliseum has hosted, among others, basketball games, other boxing matches, the Holiday on Ice shows and the Miss Asia Quest beauty pageants.

The coliseum is owned and operated by the Araneta Group of Companies. It is 140 feet in height,



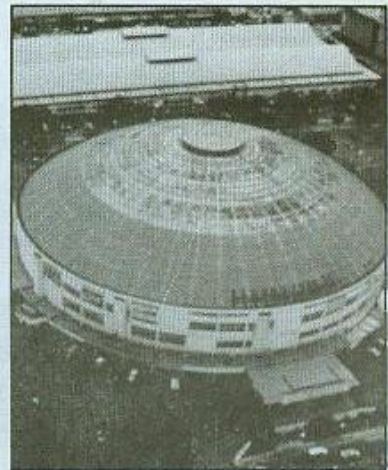
AURORA TOWER: Tallest building in QC.

357 feet in diameter and has a total covered area of 370,000 sq. feet. Its striking interior is an architectural achievement, in that there are no columns or posts supporting the dome, thus presenting no obstruction to viewers anywhere inside the dome.

3. TALLEST BUILDING - The tallest building in the city is Aurora Tower, a 22-floor office and commercial building built in 1983

and owned and operated by the Araneta Group of Companies. It is inside the Araneta Center. Its first seven floors are occupied by Isetann Department Store and the other 15 floors are occupied by offices.

It could also be the tallest building in Metro Manila, for while there are buildings in Makati that have more floors, the high elevation of Quezon City, and



Araneta Coliseum, from the air.

of Aurora Tower, could actually make it the tallest building in the metropolis.

4. LARGEST CINEMA - The largest moviehouse in the country is New Frontier Theater, also inside the Araneta Center. It was built in the early 1960s and has 3,000 seats. It is also part of the Araneta Group.

5. BIGGEST LEISURE CENTER - The biggest and only enclosed leisure and amusement center in the country is the Fiesta Carnival, also inside the Araneta Center. It has a ferris wheel, a roller coaster and an octopus, among others.

6. LARGEST PRODUCE MARKET - The largest produce market in the country is Farmers Market, also a part of the Araneta Center.

Those are a total of 54 distinctions that Quezon City can boast of, and we are sure there are still others we have missed.

But with all those many honors to be proud of, don't you, if you are an inhabitant of the city, feel proud and honored to be one of its citizens? And if you are not a city resident, don't you - with due respect, that is - wish you were one?

METRO QUEZON

To speed up regional development

What is the Metro Quezon idea?

Metro Quezon is a proposed merger of Quezon City and the two provinces of Rizal and Quezon, and the essential aim of this merger is to speed up political, economic and social progress in these three local government units.

Principal advocates of the merger are the three chief executives themselves of the three units — QC Mayor Brigido R. Simon, Jr., Rizal Gov. Reynaldo San Juan and Quezon Gov. Eduardo Rodriguez.

The three officials say the merger idea has become attractive to them because of their dissatisfaction with their existing political groupings. The merger would mean the three units bolting their present regional affiliations.

QC would get out of Metropolitan Manila, which right now groups four cities (including QC) and 13 towns. Quezon and Rizal would drop out of CALABARZON, which fuses the five provinces of Cavite, Laguna, Batangas, Rizal and Quezon.

Simon calls Metro Manila the "stillbirth of enterprising ideas," pointing to the inability of the national capital region (or NCR, which is another term for Metro Manila) to lay down policies that respond effectively to the needs of its constituents.

"The metro grouping delimits government's service capa-

bility," Simon said, in that the emphasis of the Metro Manila Authority (the governing body of the metropolis) on strong central government only promoted the interests of the millionaire financiers, the rich traders and high-tech industries.

"It has failed to make room in its thinking for the workingman, for the economic interests of the have-nots, for political democracy, for local loyalties," Simon said.

Rodriguez, on the other hand, said there has grown serious doubts that CALABARZON "can create the context and climate for long-term growth."

But the idea is sound and feasible. If pushed through, it could make Quezon City, and Rizal and Quezon provinces — or Metro Quezon — one of the strongest forces for economic recovery, and continued progress, of the country.

He said "it has failed to combine the interest of commerce with those of the farmers, fishermen and workers, the ones who should benefit most from it."

And San Juan, chafing over the refusal of the MMA to return the 12 towns that it took from Rizal province many years ago, said the MMA carries with itself the seeds of its own self-destruct

mechanism, as the "over-concentration of similar activities in one are attempts at success through conformity rather than diversity," and are doomed to fail.

In Metro Quezon, each of the three local units will play specific roles. They are as follows:

1. Quezon City will be the financial hub and civic center. It will be the center of trading, banking and financial services, communication, postal, hotel facilities, restaurants and other food services, entertainment and shopping services.

2. Rizal will be the food basin, blessed as it is with vast fishing grounds, grazing land and tillable soil. It will also provide ecological balance.

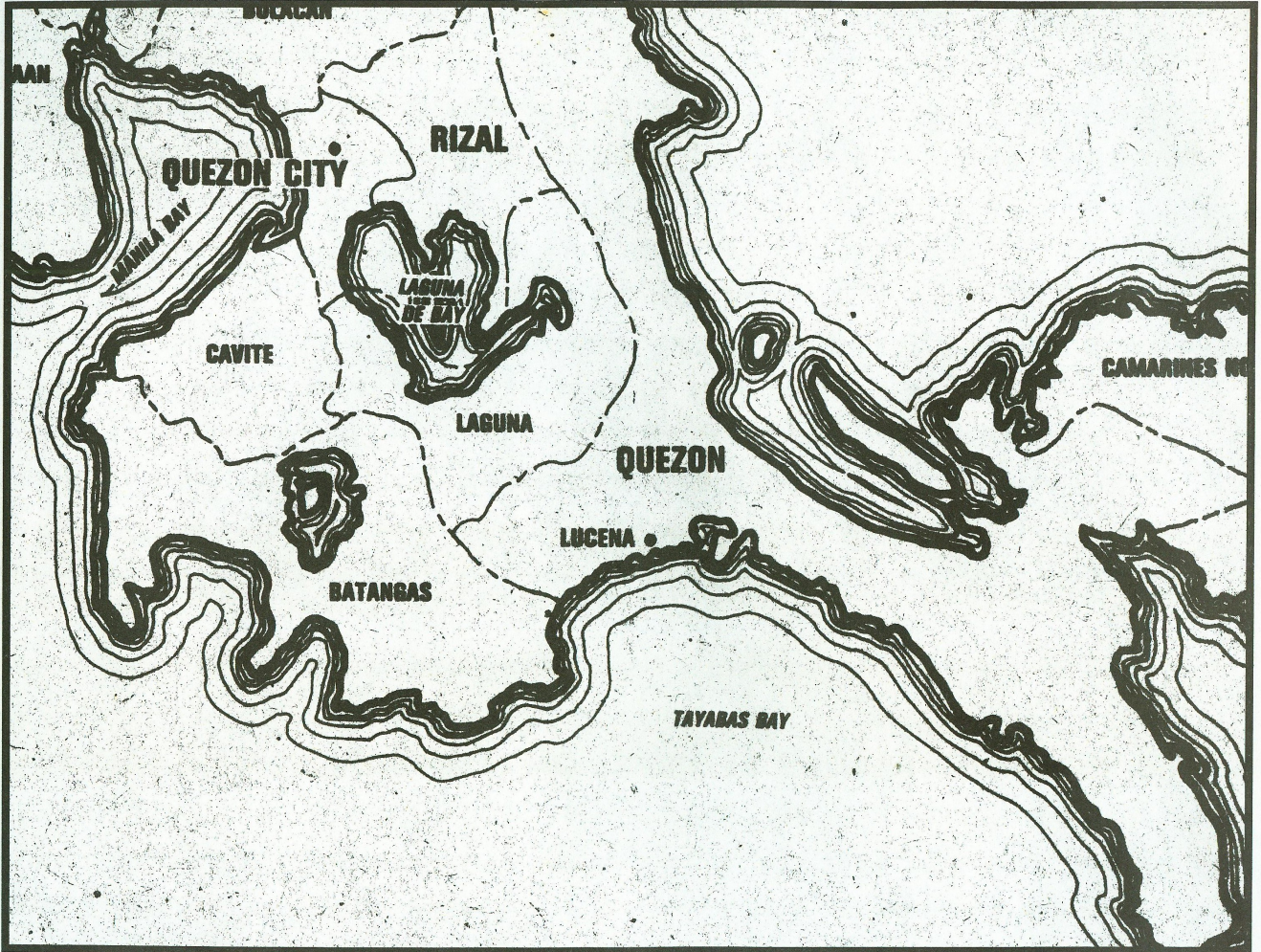
3. Quezon province will be the seaport, as it fronts the Pacific Ocean. It will also seek to become an international airport.

It will also seek to become an international trading and finance zone, in anticipation of the termination of the British lease of Hongkong in 1997.

The province, too, will be a rice granary, as well as a rich food source.

The first step, of course, is to conduct a plebiscite to get the people's approval of the concept.

But the idea is sound and feasible. If pushed through, it could make Quezon City, and Rizal and Quezon provinces — or Metro Quezon — one of the strongest forces for economic recovery, and continued progress, of the country.



TEN STARS

Showbiz in the Council

BY PRISCILLA ICBAN

The Quezon City council has had its share of showbiz stars, people who have shone in the world of show business, or continue to shine in it, and have since gotten elected to the council. Some of them:

● **CIELITO DEL MUNDO** — Started out as producer of a TV drama series, entitled "Mahal," in the early 80s, and is now a co-host of "Kapuwa Ko, Mahal Ko," the longest public service program on television in the country. A social work and music graduate of Centro Escolar University.

● **ALFREDO MONTILLA** — An active actor in film, on stage, and in TV and radio, he was FAMAS best actor in 1954 for the movie, "Bondying." He was a councilor from 1968 to 72, then was reelected for 1972-75.

An AB graduate of the University of the Philippines, he was the first national vice commander of the Vanguard Fraternity of UP. His wife is Socorro Zaballero,



Del Mundo



Montenegro



Remy



Montilla

and they have four children — Angelica, Alfredo, Jr., Armando and Alma.

● **AMADO CORTEZ** — A veteran actor of the 60s, and husband of Visayas film star Gloria Sevilla, he became a city councilor on March 5, 1975.

On Feb. 28, 1980 he was appointed commissioner for public affairs of the Social Security System. At present, he is a consul general in Los Angeles.

● **MARIO MONTENEGRO** — A well-known movie actor in the 50s, he was also a genuine war veteran — being one of the Filipino-American guerillas in 1942, a member of Hunter's

ROTC guerillas in 1943 and then joining the Philippine Army in 1945.

He received a number of medals for gallant action in the field, among them, the Philippine Defense Medal, the World War II Medal, Philippine Citation Medal and the Presidential Unit Citation Badge.

He was born on July 25, 1928 in Pagsanjan, Laguna and was a city councilor in 1972-75. His wife was Leticia Arrastia, with whom he had three children — Marilyn, Honeylet and Joey. He died early this year.

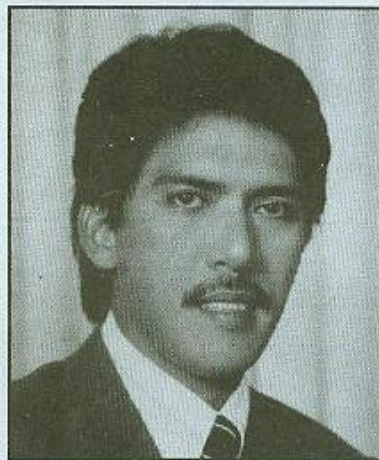
● **RONALD REMY** — A well-known producer, director and writer of TV and film, he received 22 nominations for various FAMAS awards. He became vice mayor of the city on March 19, 1975.



Lapuz

He was a mass communication graduate of San Francisco State College in California, and was married to Jean Reintegrado Rogers of Cavity City, with whom he had two children — Joan and Jackie.

When he left politics, he organized the Corpus Cristi Foundation, a born-again group. Later, he became a pastor himself. He died last March 26.



Sotto

● **FLORENTINO LAPUZ** — Founder of "Eskwelahang Munti," a long-running children's show on TV, Ka Tino was a confidential assistant of QC Mayor Norberto S. Amoranto from 1954 to 63, then got elected as city councilor for 1964-71. From 1972 to 85, he was the executive-legislative liaison officer of Mayor Adelina Rodriguez.



Herminio

He had a liberal arts degree and took post-graduate studies at US Army Administration School. Born on June 3, 1920, he was married to Editha Umali. He died on Oct. 3, 1988.

● **VICENTE C. SOTTO III** — An established comedy star in film and TV, he is a co-host of "Eat Bulaga," the longest running TV noontime show in the country. He is the current vice mayor of the city.

He has been active in the campaign against drug abuse, as head of the QC anti-drug abuse council. For this, he received an award of honor from the International Narcotics Enforcement Officers Association in Florida last November.

He is building a drug rehabilitation center for the city, to cost P20 million, at a five-hectare lot in Diamond Hill, Payatas.

A grandson of the late Sen. Vicente Sotto, he is married to actress Helen Gamboa, with whom he has four children. He is a graduate of San Juan de Letran College.

● **HERMINIO BAUTISTA** — At age 19, he was the youngest film director of the country in his time. As an actor, he was a mainstay of the seven editions of the film comedy series,



Herbert

entitled "Low Waist Gang." He was president of the Kapisanan ng mga Direktor ng Pelikulang Pilipino in 1986-88.

Born in Sta. Cruz, Manila, and a liberal arts graduate of the University of Sto. Tomas, he is married to Rosario Maclang of San Miguel, Bulacan, and they have three children — Herbert, Hero and Harlene.

Before becoming a city councilor, he was barangay chairman of Immaculate Concepcion in 1982-87.

● **GEORGE CANSECO** — A professional songwriter for the past 30 years and a film musical director for 18 years, he won the best musical director award for the movie, "Imortal," in the 1989 Metro Manila Film Festival.



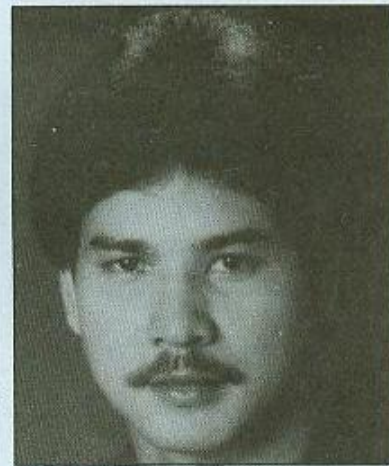
Canseco

Among his biggest hit songs are "Ako ang Nasawi, Ako ang Nagwagi," which won the grand prize at the World Song Festival in Hongkong, and "My Daughter," which earned for Pilita Corrales the distinction of "Asia's Queen of Songs."

He is a former journalist. He was a senior editor of Associated Press in 1968-72 and a deskman of Philippine Herald afterwards.

He studied liberal arts at University of the East, and is married to Flora de la Cruz. He is majority floor-leader of the city council.

● **DENNIS ROLDAN** — A drama and action star, he won for best supporting actor in the 1983 Metro Manila Film Festival. A management graduate of Feati University.



Roldan

● **HERBERT BAUTISTA** — Started in showbiz in 1978 in the TV sitcom, "Kaluskos Musmos," and won for best actor in the 1984 Metro Manila film Festival for the movie, "Shake, Rattle and Roll."

A senior in philosophy at San Beda College, he was appointed the city youth sectoral representative in the council two years ago. He is national chairman of the Kabataang Barangay Federation of the Philippines.



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TANDANG SORA

Her name was Melchora Aquino.

Born in Barrio Baniad, Calocan (now part of Quezon City) on January 6 - Epiphany Day - in 1812, she was named after one of the Three Wise Men and baptized Melchora. Her years and her deeds, however, concurred to write her name in history as Tandang Sora.

In 1896, upon learning of an impending uprising by Andres Bonifacio and his men, Spanish authorities ordered the arrest of hundreds of Filipinos for suspected membership in the Katipunan or for suspected alliance with Bonifacio's men. Torture was the Spaniard's way of forcing the secret of the Katipunan out of their lips. But no one spoke. Bound by a vow of silence, many chose to be hanged or to be shot. Others fled to the forests of Balintawak, where Tandang Sora and her family lived.

This was the turning point in Tandang Sora's obscure life. At 84, wrinkled of skin but stout of heart, the widow of Fulgencio Ramos opened her door to all who knocked in search

of momentary peace in a temporary home.

She took those who broke loose from prison into her care until she had made arrangements for them to be brought to places far from the reach of the Spaniards.

Later, after Andres Bonifacio unveiled the secret of the Katipunan during the Cry of Pugad Lawin, Tandang Sora's home once again became a refuge for the men of the Katipunan who risked life and limb in battle. She nursed the sick and the wounded, gave them food and clothing, and made them beds for the night.

She was well aware of the fate that awaited her should she fall into the hands of the Spaniards. However, unmindful of the grim consequences of her deeds, she stood her ground, offering to all who came to her what she could afford - often in cash and kind, always in kindness.

She allowed no one to stay in her house for long. She knew that the Spaniards would eventually learn of her deeds and punish her. She wanted no one else in her home when the Spaniards came. She wanted no

one else punished.

On August 29, 1896, charged with aiding the Katipunan, Tandang Sora was arrested by the Guardia Civil and jailed at the Bilibid Prison on Azcarraga (now Claro M. Recto Avenue). In complete disregard of her age and sex, the Spanish authorities exiled her to Guam, where she stayed for seven years as a servant to the family of Justo Dunca.

On February 26, 1903, after the Philippines passed from the hands of Spain to those of America, Tandang Sora came home to her land. She was 91.

She spent the last 16 of her 107 years with her daughter Saturnina in Pasong Tamo, Quezon City. She died on February 20, 1919 and was laid to rest at La Loma Cemetery.

On January 6, 1970 - the 158th anniversary of her birth and 51 years after her death, her remains were transferred to where her home in the forest once was - beneath the monument built in her honor at what is now the Tandang Sora Memorial Shrine.

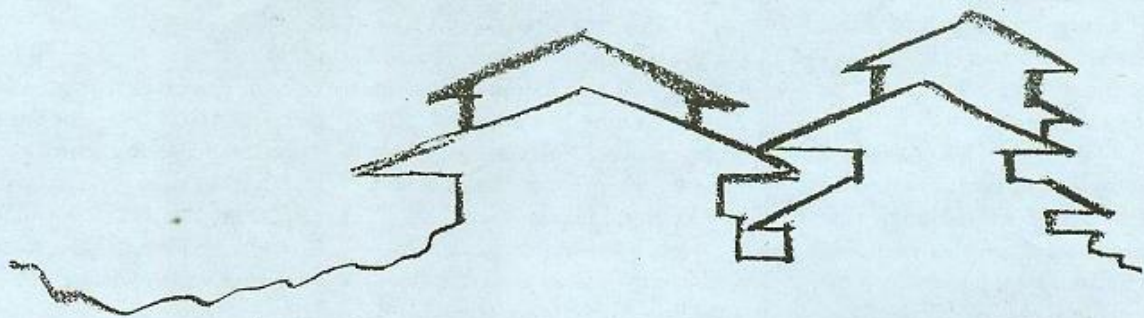


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For 30 years now, the Araneta Center remains the country's premier commercial district offering the best in shopping, dining and entertainment. Strategically located in the heart of Metro Manila, Araneta Center is patronized by over a million people at any given day. People from Quezon City, Marikina, Pasig, Rizal, San Juan and other neighboring areas troop to the Araneta Center for everything they need.

Three decades ago, it was unimaginable that the vast field of cogon grass, which the Araneta Center once was, would slowly develop into a sprawling commercial and business junction.

The area's growth gained momentum after World War II, when many families, uprooted from their original homes by the ravages of war, sought the promising serenity of Cubao. Henceforth, modernization of the district was intensified, because of the influx of more affluent residents into the area.

The late Don Amado Araneta, an industrialist and businessman of exceptional vision, bought a 33-hectare tract of land bounded by two intersecting major thoroughfares—Highway 54 (now EDSA) and Aurora Boulevard. Don Amado dreamed of transforming this place into a modern destination where Filipinos could go, have fun and enjoy the fruits of their labor.

Today, Don Amado's dream is a successful reality called Araneta Center.

Today, too, his son, Jorge L.

Center of QC economic growth

Araneta, is expanding on this dream, steadily preparing Araneta Center for the 21st century.

Unlimited shopping, dining, leisure and entertainment opportunities abound in the Araneta Center -- one good reason why it has endeared itself to the public.

Nowhere else but in the Center can you find the country's biggest names in shopping clustered side by side. There are Ali Mall, New Farmers Plaza, Shoemart, Rustan's, Manila COD, Uniwide, Isetann, Plaza Fair, Rempson, Fairmart, National Bookstore, Marikina Shoe Expo and Farmers Market.

Complementing these super stores are over 2,000 specialty shops strategically located throughout the Araneta Center. Ali Mall alone has over 200 specialty stores, food shops, four modern de luxe cinemas and a bowling and billiards center.

Its five-level carpark, which is directly linked floor by floor, enables customer-motorists to park and shop at the floor of their choice.

Inaugurated in 1988, with President Aquino as the guest of honor, New Farmers Plaza is the country's first ultra-modern commercial condominium patterned after shopping malls in the United States and Hongkong.

This majestic five-level com-

mercial edifice houses more than 200 specialty shops, plus the best in shopping, dining and leisure facilities. The spectrum of stores caters to all classes and tastes, giving shoppers the widest range of choices available in Metro Manila.

For the public's leisure and entertainment activities, there is the world-renowned Araneta Coliseum, which has always presented world-class quality shows at prices within the reach of everybody. Being a pioneer and major pillar in the Philippine entertainment industry, the Araneta Coliseum has played a crucial role in reconciling world-class quality and public affordability. Of blending prestige and mass appreciation.

It has made available to Filipinos some of the world's most talented performing stars, opening their eyes to foreign artistry. Likewise, the Araneta Coliseum has always been there to showcase our very own brilliant artists, who are no less worthy than their foreign counterparts.

But no matter the nationalities, the Araneta Coliseum takes pride in being the stage where the artist and the viewer share the joys of life through songs, dances and other popular medium.

When it comes to first-run movies, the Center provides 24



*Araneta Center
-- Biggest shopping district in the country.*

deluxe cinemas – the biggest theater circuit among commercial complexes. New Frontier Theater, the country's largest cinema with over 3,000 seats, proudly stands here.

Children of all ages romp around Fiesta Carnival, their mini-Disneyland and source of wholesome thrills and adventures. It is the largest and only covered all-season amusement center in the country.

This year, an additional feature will complement Fiesta Carnival's leisure activities - Fiesta Carnival Cinema, a cozy theater exuding a laid-back and friendly ambience, with state-of-the-art amenities that ensure utmost viewing pleasure and convenience.

Satisfying every man's gustatory preferences is an extensive array of first-class restaurants and fast-food centers. The internationally famous Seafood Market Restaurant operates its biggest branch at the Araneta Center.

Trattoria Uno, the toast of Italian food connoisseurs, lends another dimension of elegance to Ali Mall, where it is housed. Right at the Araneta Coliseum arcade is the highly popular Barrio Fiesta Restaurant, home to authentic and well-loved Filipino dishes.

Food Gallery at the lower ground floor of Ali Mall offers a wide array of local and interna-

tional cuisine to choose from and is a favorite dining destination of the young and old alike.

The Food Plaza at the New Farmers Plaza opened recently its doors to the public with some of the leading names in the fastfood industry. Daily entertainment from popular celebrities adds luster and excitement to the Food Plaza.

Pizza Hut, the world's largest and leading pizza restaurant chain, has three stores at the Araneta Center (at the New Farm-

over 5,000 free parking slots, specifically for customers. These carparks are guarded and lighted for maximum security.

As an acknowledgement of its coming-of-age as a major economic and tourism pillar of Quezon City, the Araneta Center has been officially declared by Mayor Brigido R. Simon, Jr. as a "Quezon City Tourist Zone." So far, it is the only commercial complex to have earned such prestige.

From a mere wasteland of

long ago, to an ultra-modern tourist zone today, the Araneta Center has indeed lived up to Don Amado's dream and extraordinary vision.

An affirmation of its unwavering trust in the future, management has prepared a Master Plan which forms the blueprint for a rede-

veloped, modern and skyhigh Araneta Center over the next two decades. The plan provides for a series of intensified vertical constructions for commercial and residential purpose, a five-star hotel, a light industrial complex, improved landscaping, enriched greenery, and elevated walkways linking buildings.

When realized, the Center will be the foremost fully-integrated and comprehensive Central Business District of Metro Manila.



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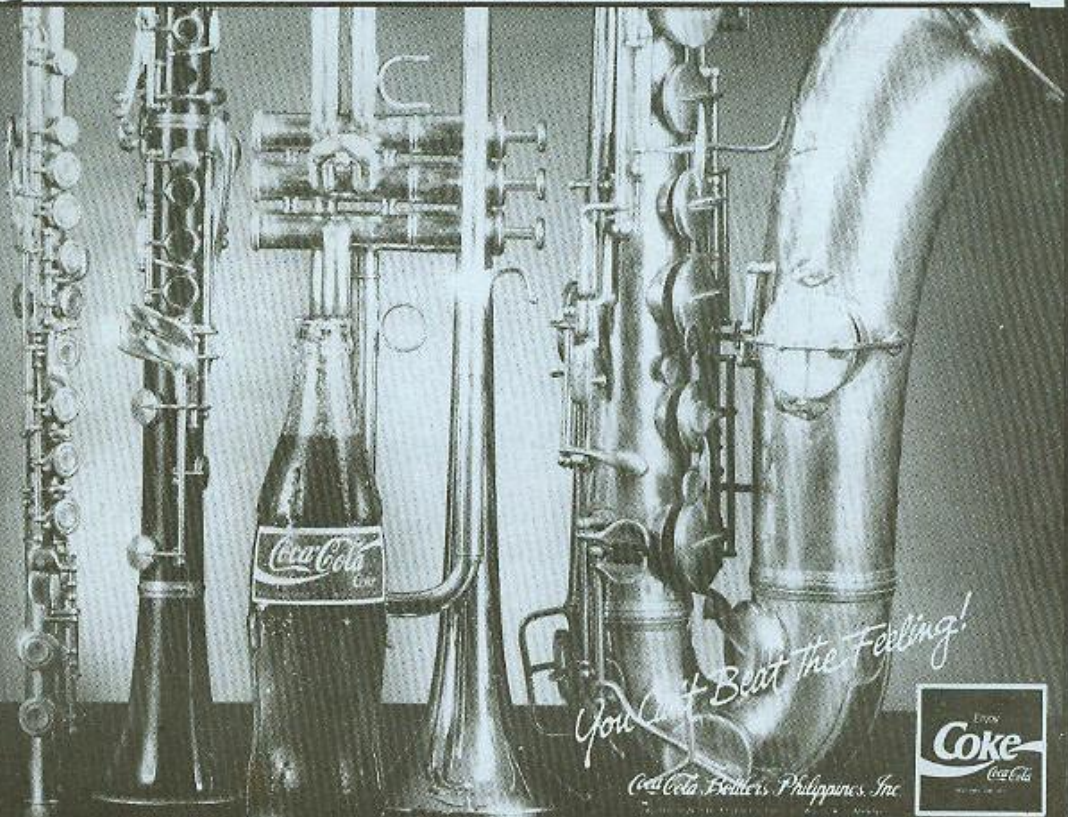
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Thanks to:

- Gene Dahiroc, curator of the Quezon Memorial Shrine, for enabling our photographers to take their dramatic shots from atop the Quezon Monument.

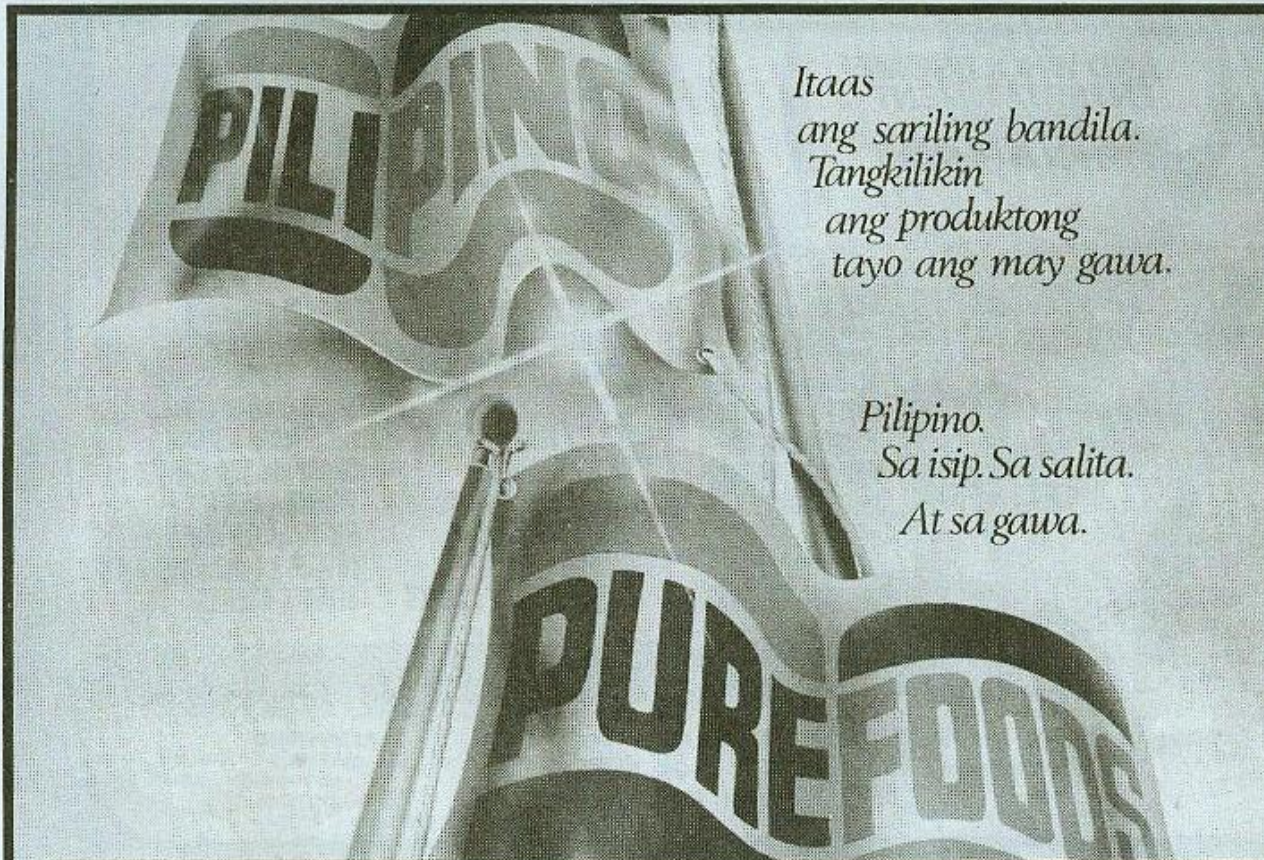
- Angelito L. Santos, director of the University of the Philippines information office, and Butch Perez, photographer, for the excellent photos of UP.

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- Arturo M. Son and Zaldy Gutierrez, for the dramatic photographs of city landmarks and institutions.

- Ric Bamba and Rey Sindak, for the quality laboratory work on the film.

- Brian M. Afuang, of NEWSDAY, for the highly imaginative cover design.



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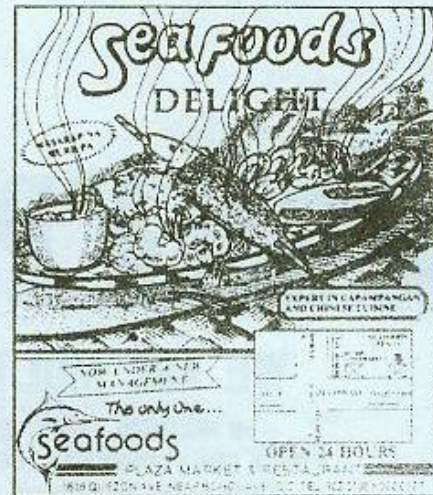
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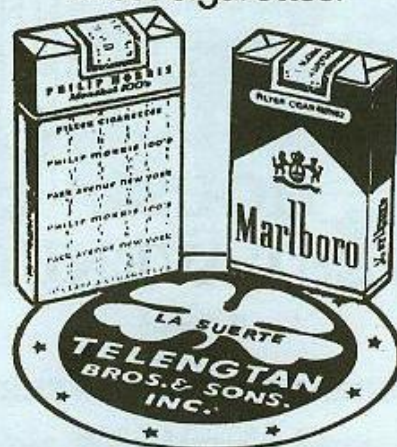
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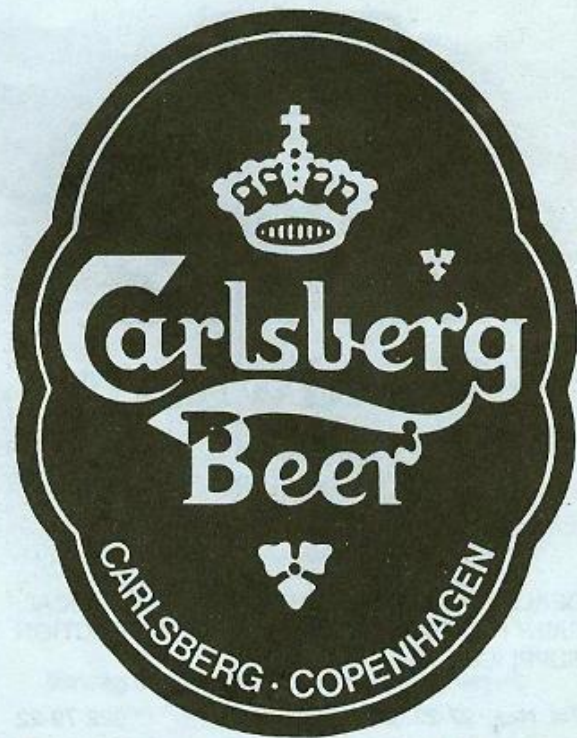
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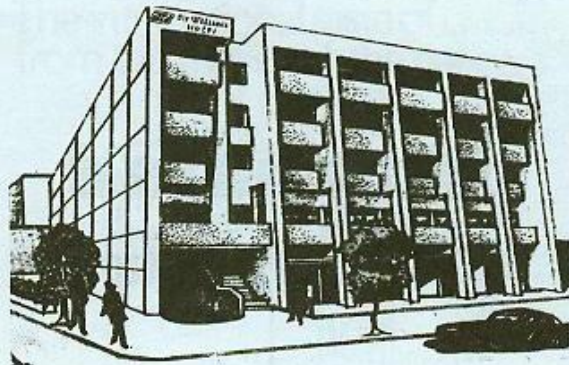
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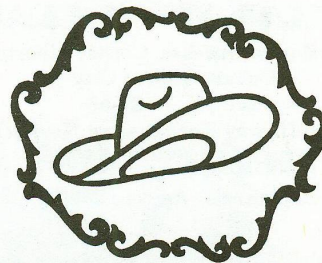
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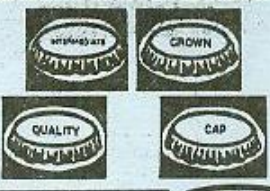
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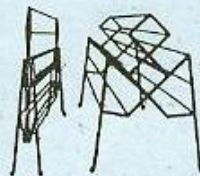
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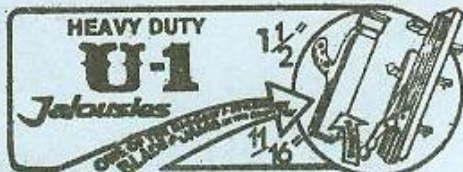
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**Simon says: 'To the
ordinary people, City
Hall is an impregnable
bureaucratic maze.'**

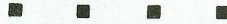
Simon says: 'Cleanliness embodies the attitudes of the society in which we live, and it should begin here in Quezon City.'

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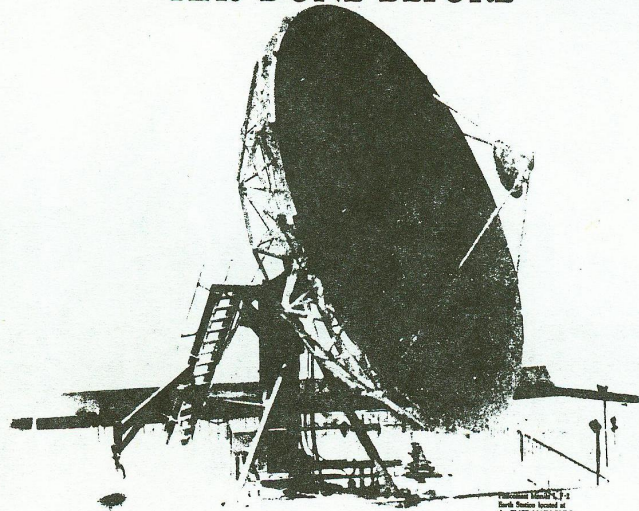
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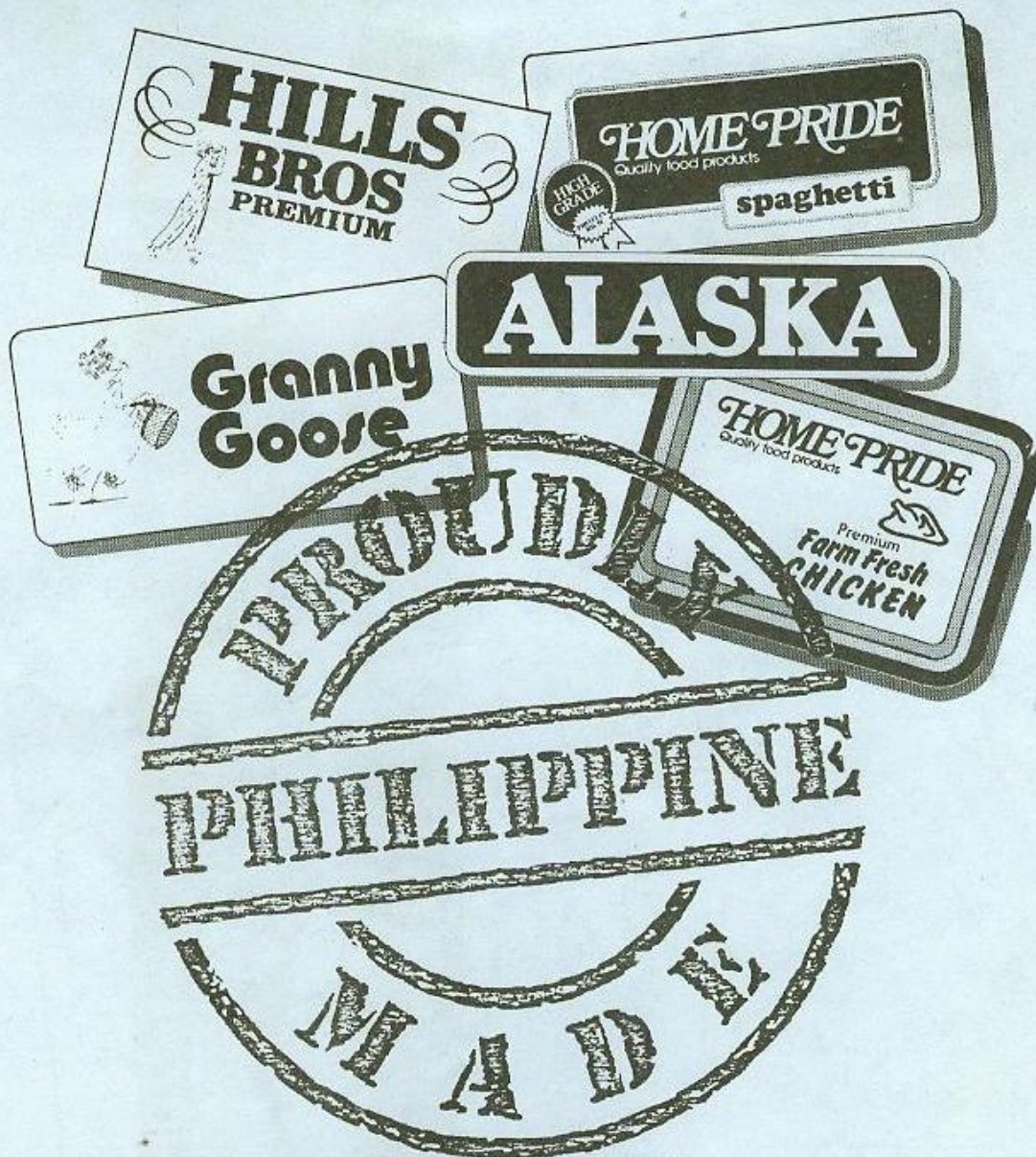
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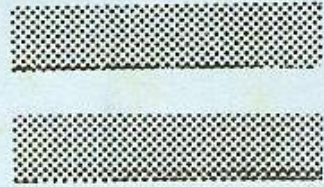
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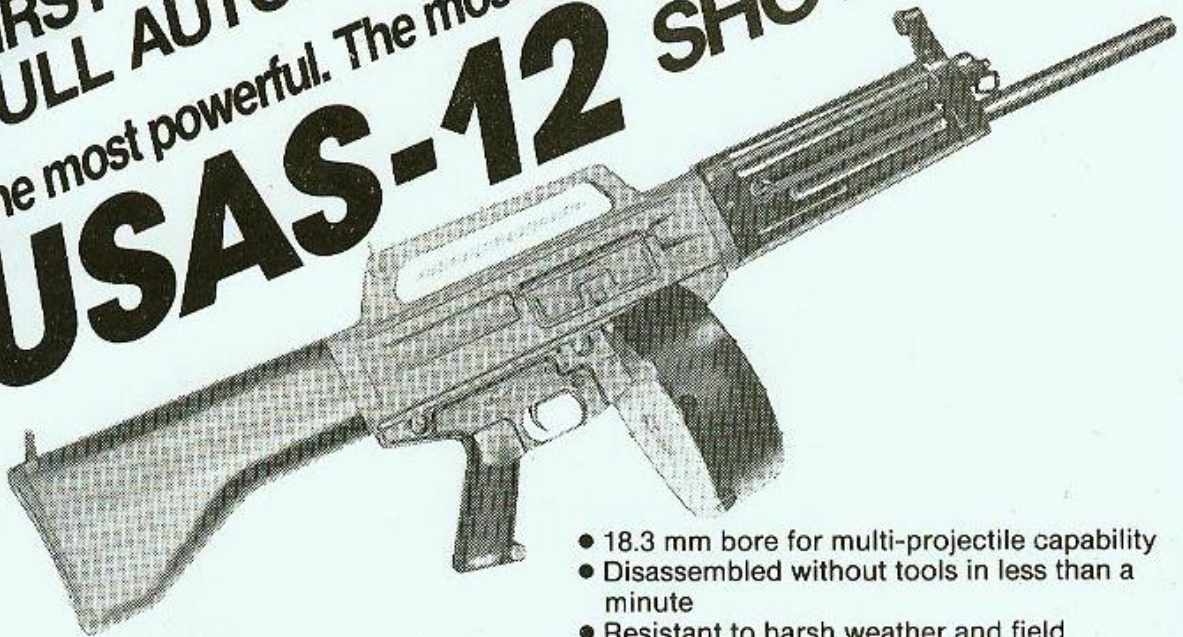
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The USAS-12 is the only select fire (semi-auto or full auto mode) aircooled, gas operated, magazine-fed shotgun currently available in the world.

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With the AK-47's gas action and the handling characteristics of the M-16, the USAS-12 incorporates the features of the modern assault rifle:

- Interchangeable 10-round box and 20-round drum magazine.
- Reduced felt recoil due to dual recoil spring system
- Quick reloading
- Ambidextrous convertibility
- Pistol grip

- 18.3 mm bore for multi-projectile capability
- Disassembled without tools in less than a minute
- Resistant to harsh weather and field conditions.

The USAS-12's superior fire power capability has been proven in such uses as embassy, industrial and commercial security, riot control, prison security, law enforcement and military combat operations.

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* USAS-12 is a candidate for the Close Assault Weapons System (C.A.W.S.) of the U.S. Army.

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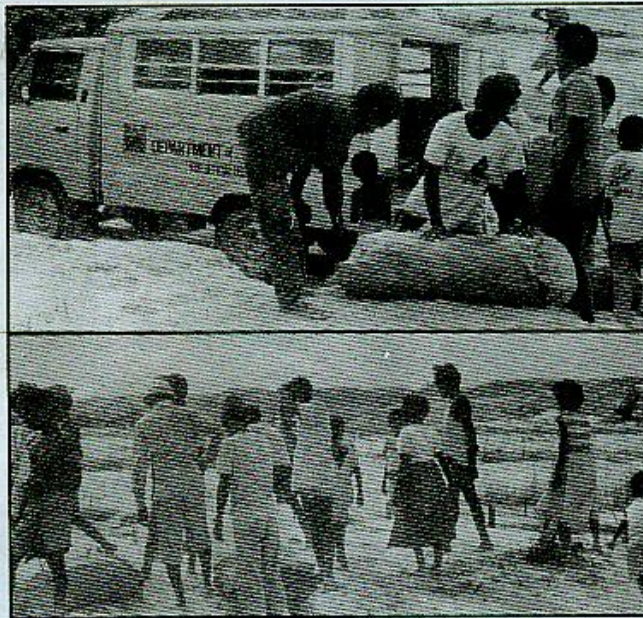
NATIONAL FOOD AUTHORITY

(From page 24, Land.....)

THE 1991 LAND DISTRIBUTION ACCOMPLISHMENTS

On January 11-13, 1992, the DAR conducted an assessment of the 1991 accomplishments on implementation of the CARP in Zamboanga City. It was designed to gauge the overall performance of the DAR under the Aquino Administration in implementing its mandate as provided for in Republic Act No. 6657 of the Comprehensive Agrarian Reform Law. Those who attended the conference were the top management officials, including the regional and assistant directors. Each Regional Office presented its respective performance.

In the overall accomplishments, the DAR surpassed its performance in the land transfer operations in 1990. It has distributed over 300,101 hectares benefiting about 453,843 farmer-beneficiaries. Of these 300,101 hectares, 248,204 hectares consisted of lands acquired under the Operation Land Transfer (35,778 has.), government-owned or acquired from the government banks or financial institutions (129,114 has.), settlement (64,805 has.), and Landed Estate (18,507 has.). (Please see



DAR promptly sent relief goods to Mt. Pinatubo victims.

Table 1). The remaining 51,897 hectares are private agricultural lands consisting of 26,282 hectares acquired under the Voluntary Offer to Sell (VOS), 10,708 hectares were under Compulsory Acquisition (CA), and 14,906 hectares were distributed through Voluntary Land Transfer (VLT).

On the whole, the total land distribution performance of the DAR from 1987 to 1991 rose to ONE MILLION hectares re-

presenting 74 percent of the target of almost 1.3 hectares for the same period.

On the other hand, during the same period, the DENR distributed 497,300 hectares of public lands through Free Patents and 416,200 of the Integrated Social Forestry (ISF) areas through Certificate of Stewardship Contracts or a total of 913,500 hectares, representing 60 percent of the target for the period. The combined total dis-

tributed performance of both agencies is 1.9 million hectares, or 66 percent of the target.

As to the Regional accomplishments, the following are the top performers:

Region IX headed by Director Rogello E. Tamin, reported the highest accomplishment for land distribution (139%), Region X, on the other hand, headed by Director Anastacio M. Limbo, reported 122% accomplishment exceeding its target of 39,000 hectares. It has actually distributed 44,080 hectares.

Regional Director Eligio Pacis of Region I reported that the Region accomplished 105% of its target. It has distributed about 10,849 hectares of land, most of which are from the Province of Pangasinan. Region II headed by Director Remigio A. Tabones, accomplished 90% of its target. The Region has distributed 36,333 hectares.

Region XI headed by Director Duque distributed 23,657 hectares mostly consisting of lands covered under VOS and CA. This accounts for 95% accomplishment. (Please see Table 1).

As to leasehold operations, the Department has

(Please turn to next page)

Speaker Mitra's Professional and Educational Record include:

Speaker, House of Representatives, Congress of the Philippines, July 1987 to the present
 President, Laban ng Demokratikong Pilipino, September 1988 to September 1989
 Representative, Congress of the Philippines, 2nd District of Palawan, Region 4, January 1987 to present
 Secretary of Agriculture, February 1986-December 1987
 Chief Negotiator, Government Panel on Cease-Fire with the NDF-CPP NPA, August-December 1986
 Member of Parliament for Palawan, 1984-86
 Senator of the Philippine, 1972
 Congressman for Palawan, 1965-69, 1970-71
 - Minority Leader, 1970
 Foreign Service Officer (1954-61), with assignments in:
 - Washington, D.C., as Press Attache
 - United Nations, New York' Legal and Political Officer
 - Foreign Office Official Spokesman
 Special Assistant to the President, 1961
 Assistant to the Chairman of the Monetary Board, Central Bank of the Philippines
 Senior Assistant to the Mayor of Manila, 1962-65
 Newspaperman, reporter for Manila Chronicle

1949-54

As student

- Early schooling in the barrio schools of Palawan

- High school in San Beda College, Manila

- Liberal Arts in Baguio Colleges Foundation

- Law in San Beda; in junior year, cited as "The Most Outstanding Student."

Special studies in U.S. schools

Cited as "The Most Outstanding Alumnus of San Beda, 1984."

Born in barrio Inagawan, Puerto Princesa, Palawan on February 4, 1928, to Purificacion Villarosa, a native of Palawan, and Ramon P. Mitra, Sr., of Lemery, Batangas

Married to Cecilia Aldeguer Blanco, of Sara Iloilo.

Six children, all boys.

Breeder of cattle, thoroughbred horses and gamecocks; climbs mountains and loves the sea.

(Fr. p. 14, Leaving....)

youth have trained in air-conditioning and electronics.

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

In addition, the Quezon City economic development board has been set up to establish linkages with foreign investors, particularly from Japan and China, in order to persuade them to set up mini-industrial estates in the city. These estates are expected to generate up to 50,000 jobs.

The cleanliness and sanitation program

(Turn to page 15)