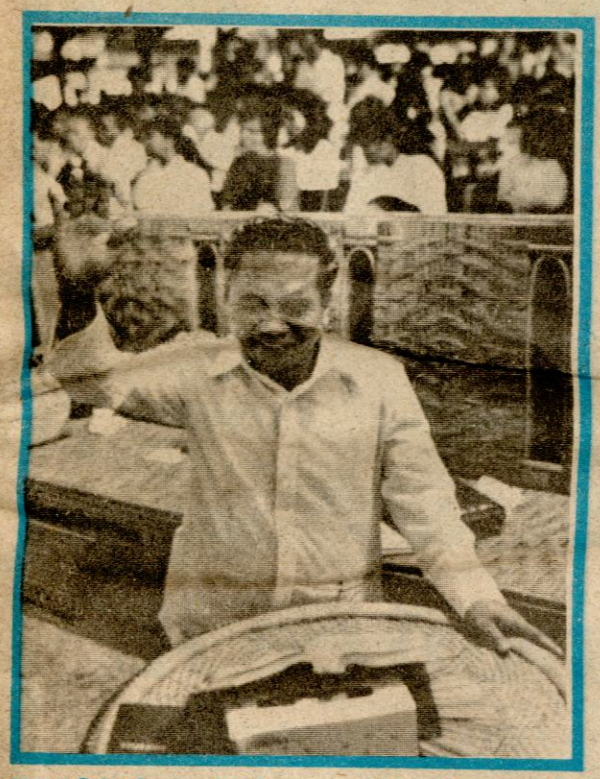
PHILIPPINE
panorama
THE NATION'S LEADING WEEKLY MAGAZINE

29 October 1989
Sunday
magazine
of the
Manila Bulletin

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY



Wilde Almeda heals in Jesus' name

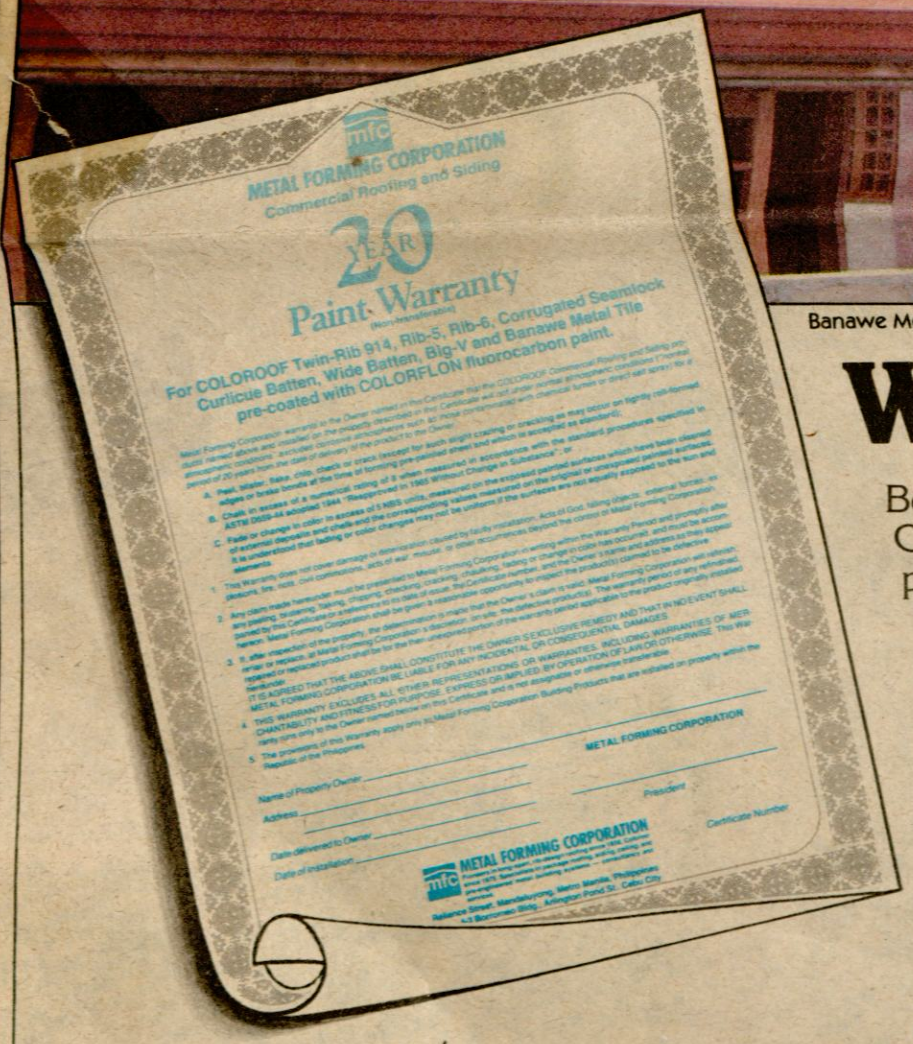
Quezon City—a model for growth

This BANAWE Metal Tile Roofing System will remain beautiful for the next 20 years.



Banawe Metal Tile

Architect: LUIS M. ZIALCITA



We guarantee it.

Because it's made of COLOROOF COLORFLON. COLOROOF COLORFLON is the *first* and *only* pre-painted steel roofing material warranted not to fade, peel or crack for *20 years.* You get paint integrity – and a roofing system that outlasts any other roofing system in the market.

COLOROOF COLORFLON. Only from Metal Forming Corporation.

Also available: Coloroof SMP with a 5 to 10 Year Paint Warranty

COLOROOF

The first, original pre-painted steel roof.

1987 INTERNATIONAL AWARD FOR TECHNOLOGICAL INNOVATION from the Edicoin International Business Magazine in Munich, West Germany.

1987 INTERNATIONAL TROPHY AWARD FOR RESEARCH AND DEVELOPMENT EXCELLENCE IN BUILDING SYSTEMS from the Trade Leaders Club of Madrid in Frankfurt, West Germany.

Call us today for free estimates and consultation.

METAL FORMING CORPORATION

Pioneers in long-span, rib-design roofing since 1958; COLOROOF since 1975. Specialists in package roofing, siding, ceiling systems and pre-engineered metal buildings – consultancy and services.

Reliance Street, Mandaluyong, Metro Manila, Philippines
Tels. 70-86-37 • 77-39-36 to 39 • 77-39-41 to 43

Provincial Branches: ***Cebu:*** 4-3 Borromeo Bldg., Arlington Pond St., Cebu City • Tels. 70937/70127 • ***Davao:*** No. 98 Guerrero Street, Davao City • Tel. 73210

EDITORIAL

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY

US military bases: fact & fable

TO remove or not the U.S. military bases at the end of their term in 1991 has always been an emotional issue. The debaters cannot debate the subject without getting strident, high-strung and finally nasty, resorting to name-calling. In the process, the real issues are either missed, muted or obscured and the non-issues get an airing.

It has sprouted myths, among them:

1) The bases were imposed on the Filipinos who didn't want them at the time of the bases agreement; 2) the Constitutional Commission's intent was for their dismantling when the agreement expires in 1991 and; 3) U.S. aids to the Philippines have nothing to do with the bases question.

The facts: The bases agreement was concluded in 1946 when the country just crawled out of a brutal Japanese Occupation. The Filipinos then believed that if the U.S. had enough military bases in the Philippines they could have repelled or stalled the Japanese invasion.

Against the traumatic backdrop, Filipino officialdom and populace welcomed the bases. Armed invasion was then the fashion of the day and there was no telling when the awakened Chinese and resurrected Japan, or other foreign countries would start casting a covetous eye on the Philippines, a small country with 7,100 islands.

Misreading the intent of the Constitution has become pastime of budding constitutionalists. The bases proviso which calls for a treaty to formalize any new agreement on the bases precisely does not bar renewal of the present agreement. It means what it says: If there's a renewal then this time it must be in a form of a treaty which requires 2/3 Senate vote.

The intent of the Commission, a close reading of the floor debates will show, was to support President Cory Aquino's shrewd policy of keeping her options open until the time of negotiations. Background: A Con-Com committee, dominated by the activist Commissioners, jumped the guns on the conservative majority by approving an absolute ban on U.S. military bases come 1991. The vote was an impressive 6-2.

At that time Pres. Aquino was on her way to the U.S. To leave the committee decision uncorrected while the President was in the U.S. was to create the impression that the bases question was no longer negotiable, hence, depriving the President of her bargaining chips.

On the floor the Con-Com majority annuled the ban-the-bases committee report through an amendment by substitution, which is now Sec. 25 of the Transitory Provisions, giving the President the option to renew or not the agreement.

By the same token, the nuclear weapons prohibition in the Charter is conditional. During the deliberations, it was stressed that the phrase "consistent with national interest" qualifying the ban means "subject to national interests" to be defined by the government.

Again, for all the pious assurances that there's no connection between U.S. aid and assistance (such as raising funds for the (PAP) Philippine Aid Plan and reducing the debt burden), on the one hand, and the coming bases negotiations, on the other, the link cannot be ignored. For one, it's good p.r. for the U.S. For another, in talks where economic considerations will count for much, such help will not be unappreciated.

The current debate, including the meanness that attends it, is mostly a rehash of the one in the Con-Com. The main arguments come from the same broken record. Those for removing bases in 1991 are concerned about the sovereign rights and dignity of the Filipino. Also central to the brief of those for extension or phasing-out beyond 1991 is their worry over the economic consequences, including the forfeiture of economic benefits at precisely the time when the nation is reeling from 20 years of plunder.

All the issues had already been weighed and re-weighed during the Con-Com debate.

The most formidable argument against the bases was that the presence of foreign troops here is incompatible with national sovereignty. This was very persuasive until it was pointed out that 15 other more nationalistic countries, like Japan, Germany, Britain, Turkey, Spain, etc. have also U.S. military bases and none of them thinks it's a derogation of their sovereignty. Why should the Filipinos alone believe that it's the end of the world as far as our sovereignty is concerned?

The entering into a treaty or agreement allowing the bases is under international law an act of sovereignty. In paying for rentals or compensation for the use of the bases, the foreign power admits the sovereignty of the host state.

They have a big point, though, in underscoring the magnet effect of nuclear weapons in the bases. But even this has lost much of its wallop since the Con-Com debate. Communists all over the world, except those in the Philippines, have already admitted the superiority and sanity of the democratic system, and the folly of nuclear stockpile. Soviet Russia has already dismantled partly its nuclear arsenals and withdrawn troops from East Europe, even unilaterally. It has made overtures to the U.S. for the closure of bases in Asia.

The most titillating best seller now is about endism — the end of an era, of history, of cold and hot war, of a political doctrine and a way of life. It's a new world without war, all lessons having been learned, only peace and harmony. If that is so, might it be a better strategy to approve a phase-out of the bases after 1991 and thus make the most of the coming negotiations before general disarmament?

What does the Philippines lose from immediate removal of bases? First, the bases are the country's second biggest employer, next only to the government. It employs 68,500 Filipinos, whose dependents number some 300,000, not counting the companies supplying the bases with Philippine products. The Manglapus-Schultz Agreement calls for 167 per cent increase of compensation package. Everyone knows about the billions of dollars in direct and indirect assistance and compensation that come our way on account of the bases. Many of the investors invest because they believe the bases are a stabilizing factor. Every Communist (and investor) knows that as long as the bases are here, there's little hope they could attain their dream — take over the country. (Cuba is not Philippines.)

Indeed, the Communists have given the campaign to ban the bases in 1991 a bad name. The-bases-must-go had been the national anthem of the Communists the world over until a couple of years back. The campaign would be more effective if they shut up.

The Senate, too, has gotten into the act. Without provocation, it went out of its way to pass a resolution bearing 12 signatures rejecting the bases in 1991, thanks to its anti-bases leader, Senator Joseph Estrada. With some meanness of spirit they took away from President Aquino her options, her aces at the negotiation table. On the bases question, a province primarily of the Executive, they alone would make the decision, whether the President or the people like it or not. When the President gave them a dose of their own medicine by batting for a referendum or consultation with the people, they were furious that the President would encroach on their treaty-making privilege. They argued they don't need to be guided by the sentiments of the people who had picked them as their representatives — a thoroughly awkward stance.

All told, those for the ban of bases in 1991 are concerned about constitutional question of sovereignty and national pride of the Filipino. Those for extension or phase-out are concerned about the country's survival, the millions of poor and unemployed whose redemption will be postponed. The first want a proud people living with dignity. And yet in rejecting the bases and thus rejecting the billions in aid and investments and depriving the hundreds of thousands of their present livelihood — you prolong mass poverty. Nothing degrades and diminishes the Filipino as poverty and joblessness. Then where is that national pride? — N.G. Rama

NEXT ATTRACTION
AT YOUR FAVORITE THEATRES



LETTERS

Filipino Mona Lisa

Mutya ng Pilipinas-World 1989, Star Querubin, is the Filipino Mona Lisa in the flesh. She is the real beauty that can live forever in the Filipino's mind and soul, as an exquisite poem, a sublime thought and imagination. As a woman, she will mature, most likely marry and bear children, grow old and die. But her beauty in her youth will live long in the hearts of her countrymen, what with her inner beautiful self expressed in her ideas, her aspirations for her country and what she is doing has made known to us by your consumate writer, Jamil Maidan Flores. Kudos also to the artist photographer. To our readers, that cover of *Panorama* is good to frame.—**MARTIN R. REYES, Quezon City**

No legacy

Why all the fuss regarding the return of the body of Marcos. Marcos never gave a damn about us when he was busy looting the country. Why should we now give a damn about him. What legacy did Marcos leave us?

Perhaps in the future it might be possible to bring back the body of Marcos, then we should bury him in Smokey Mountain, for this is the only place fitting enough to be his resting place. Smokey Mountain is the only legacy he left us.—**ROBERTO UNSON, Makati.**

Correction

Last night, my kids lobbied with me to beg of you to set the record straight as to the spellings of their names and nicknames and a related matter (Oct. 15).

1. They are Rene Andrei ("Rebo"); Maria Larissa Montserrat ("Lara"); Benedict Aleksandr ("Nonoy," originally "Demo" and "Benoni"); and Lawrence Mikhail ("Mikki," originally "Boykot" and "Misha").

2. Dulce is president of the High School Family Council in San Beda, not Don Boseo (a school which of course we all hold in very high regard).—**Sen. R.A.V. SAGUISAG, Manila**

BULLETIN PUBLISHING CORPORATION

ALEJANDRO R. ROCES
President

AUGUSTO T. AFRICA
Executive Vice President
Advertising Dept.

RICHARD K. CHING
Vice President—Circulation Dept.

Philippine **panorama**

NAPOLEON G. RAMA
Publisher

BEN F. RODRIGUEZ
Editor-In-Chief

WILLIE NG
Executive Editor

FRED J. REYES
Editor

Muralla cor. Recoletos St., Intramuros
Manila, Tel. Nos. 47-15-51, 47-36-21

IN THIS ISSUE

VOL. 18 NO. 44/OCT. 29, 1989

6 The city that Quezon dreamt
Jamil Maidan Flores

14 The healing fields
Jamil Maidan Flores

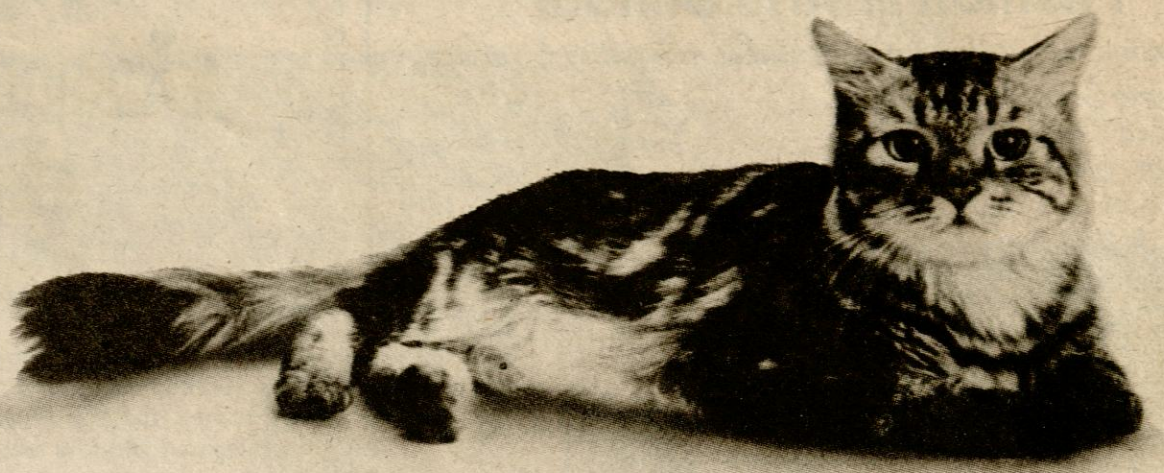
30 Truckers finally achieve unity
Louise Belle Baterna

REGULARS

3 Editorial
18 This is my own
38 Nothing personal

THE COVER

The city that former President Quezon dreamt is now in the capable hands of Mayor Brigido "Jun" Simon who has been making it really work. And with the cooperation of all its residents, Quezon City could be a model for the rest of Philippine society. More on the mayor, his projects, and his plans by Jamil Maidan Flores on page 6. Coverphoto by JOEY DE VERA.



Only a few can get by without our life insurance.

Not everyone can claim a natural ability to leap away from the inevitable. That's why there's COCOLIFE. To help make sure your family lands on their feet, when the unexpected happens.

More than a million policyholders nationwide can't be wrong, they know that COCOLIFE means solid protection for their families' future.

That's assurance from the second largest Filipino-stock life insurance company with more than one billion pesos in total assets and over 400 million pesos in capitalization.

And then there's the fact that you get quality service delivered by a team of dedicated professionals ready to attend to your insurance needs anytime.

Now that's protection you need. Unless you have nine lives.

COCOLIFE ... your assurance for life.

United Coconut Planters Life Assurance Corporation
16th Floor, UCPB Building, Makati Avenue, Makati, Metro Manila
Tel. Nos. 818-68-73, 818-68-71

SOLID FASHION TRAINING NEVER GOES OUT OF STYLE!

Golden Hands
Fashion & Arts School

'Our name stands for trustworthiness, reliability & service'

Some Schools Promise More Than They Can Deliver. GOLDEN HANDS Promises Only What It Will Deliver



Carlos Castillo
Fashion Designing Student

THERE ARE MORE THAN 33 FASHION SCHOOLS IN MANILA. CHOOSING THE BEST SCHOOL IS OF UTMOST IMPORTANCE . . .

We Turn Out Competent & Confident Graduates. Included in Lessons... Entrepreneurship and Business Management.

LEARN RIGHT!
LEARN FAST!
EARN FAST!

Special Seminar:
***STEPS TO SUCCESSFUL ENTRY INTO BUSINESS FOR MEN AND WOMEN - FREE TO GOLDEN HANDS STUDENTS.**
Entrepreneurship; Characteristics of a Successful Entrepreneur; Advantages of Entrepreneurship; Spotting Business Opportunities; Considerations in Setting Up a Business; How to Hire and Manage People; How to Set Up, Manage a Boutique/ Dresshop; Requirements Needed, Basic Marketing and Selling Techniques, Importance of Ethical Management; Mistakes to Avoid; Points to Remember to Insure Success.

Short Courses: 6 weeks or longer. We follow your speed without extra charge.

***INTRODUCTORY DRESSMAKING.** Learn commercial patternmaking and sewing. 38 patterns and 10 sewing projects.

***FASHION DESIGNING I.** Learn elements of arts, anatomy, design principles, colors, and fashion sketching.

***CHILDREN'S APPAREL.** Learn to cut and sew commercial patterns from ages 1 to 12; boys and girls wear. 10 complete sewing projects.

***PATTERN MAKING OF PANTS.** Learn how to cut and sew commercial pants, cullotes and shorts. 6 complete sewing projects.

***T-SHIRT MAKING.** Commercial sizes and patterns of T-shirts. 4 complete sewing projects.

***HI-SPEED OPERATION**

***CURTAIN MAKING.** Learn 5 kinds of curtains; 3 kinds of throw pillows (ruffled, quilted, smocked); ruffled bed cover and fitted bed sheet. Cut and sew 10 complete projects.

***BASIC TAILORING.** Learn patternmaking & sewing of shirts, pants, barong, & coat.

***WEDDING GOWNS.** Learn how to pattern wedding gowns.

6 Months Courses:

***PROFESSIONAL DRESSMAKING.** A six month course on basic and advance commercial dressmaking. 64 patterns and 34 sewing projects.

***FASHION DESIGNING II.** Ladies apparel, fashion sketching, pencil, ink and watercolor rendering, fabric rendering, art appreciation, history of costume, rudiments of dressmaking, etc.

● May avail of installments.

SCHOOLS IN:

***MANILA-** 1913 Taft Avenue, Malate
Tel. No. 59-30-59

***QUEZON CITY -** 57 Panay Avenue
Tel. No. 96-76-21

***MAKATI -** 6793 Ayala Avenue
3rd Flr., Madrigal Bldg.
Tel. No. 8193960

Regular Classes, Saturday Classes or Evening Classes.

On Reputation:
A name is made up of little promises kept to the letter. It is made up of faithfulness, loyalty, honesty, of efficiency in your work. In short, a name is the blueprint of the thing we call character. You ask, "What's in a name?" I answer, "Just about everything you do."

by Morris Mandel

Warning:
Millions of pesos are lost annually on Diploma Mills. Do not be victimized. Enroll at Golden Hands.

The city that Quezon dreamt

By JAMIL MAIDAN FLORES

SALING THE typhoon wreaked death and havoc in Metro Manila and relegated indoors some of the more festive activities in the 49th foundation celebration of Quezon City, but nothing could dampen the optimism of the city's officials that this will be a banner year in the growth of the city. Where did this bullishness come from?

Quezon City has always had problems, but it appears to be well on its way to solving them. For example, Mayor Brigido "Jun" Simon Jr. happily reports that in the span of two months, the city government has finished 300 low cost housing units for its poorer constituents. "We could have finished those units in 45 days," he says, "but there has been a lot of rain and there's a scarcity of cement."

The fact is that the Simon administration is pursuing eight housing projects in different parts of the city all at the same time—they have just begun to build them. Roads will be constructed to make these housing projects more accessible. He envisions that by the end of next year he should be looking forward to the construction of the city's 10,000th housing unit.

This emphasis on housing is deliberate. "The experience of Sapang Palay and Carmona," says Mayor Simon, "tells us that when you have to live far away from where you work, even if the housing is almost for free, it is actually very expensive. Fare money of P15 a day to and from your work is P300 a month. The thing to do is to bring down the cost of transportation as close to nothing as possible."

The idea therefore is to build houses in Quezon City where the jobs are, and where new jobs will soon be available if the plans of the city administration are realized. Here is how Mayor Simon sees the economics of low-income housing:

"A factory worker, a waitress or a tailor probably makes about P2,000 a month. Now we have computed that they can probably afford to set aside P500 a month or 25 per cent of their take home pay for housing. So we are trying to put up houses that will be less than P500 a month in amortization, no equity, no downpayment. We initially offered the houses in our Payatas project at P387 per month, but since December last year, there has been a general increase of 30 to 40 per cent in the prices of all goods. The prices of steel, cement and wood all have gone up. We will probably end up with an amortization of P499 a month."

New housing units will probably mean more garbage to collect and dispose of. Right now the residents of Quezon City already have to put up with uncollected garbage in some areas now and then. That is hardly the city government's fault since that job belongs to the Metro Manila Commission (MMC). Now, according to Mayor Simon, of the 90 trucks that are supposed to be provided by the MMC to make two garbage collection trips a day, only an average of 63 trucks are on

(Please turn to page 8)

A picture of ideally healthy children...



A picture of an ideal follow-on milk food

Focus your eyes on this healthier alternative to ordinary cow's milk: PROMIL, an ideal follow-on milk food for older babies.

PROMIL is an ideal follow-on milk food. It provides the right nutrients in the right amount:

- **RIGHT AMOUNT OF PROTEIN**
- **RIGHT AMOUNT OF CALCIUM**
- **SPECIAL FAT BLEND NOT BUTTERFAT — EASIER TO DIGEST AND ABSORB**
- **RIGHT AMOUNT OF IRON**
- **RIGHT AMOUNT OF ALL ESSENTIAL VITAMINS AND MINERALS**

So if you want your baby to be a picture of better health, provide him with the right nutrition for his age. Aside from solid food, provide your baby with the right follow-on milk food. PROMIL, recommended by doctors for babies 6 months to 4 years.

PROMIL, a high-protein milk food, is a nutritious follow-on food for the baby six months of age and older. PROMIL is carefully formulated to provide a nutritionally balanced diet when used to supplement the solid food portion of the older baby's diet. PROMIL is not intended to replace breastmilk.

Breastmilk is still best for babies

Wyeth®
PROMIL™

Because your baby is growing

For babies 6 months to 4 years

Every year, 3.5 million children worldwide die of diarrhea.

Diarrhea doesn't really kill them.
Dehydration does.

In the Philippines, diarrhea is the number two cause of death among children below four years old. The mortality rate is 8.6 per 1,000 children.

It's really severe dehydration that kills children.

When your child has moderate to severe diarrhea, give him ORS Formula (oral rehydration solution) Pedialyte 90. Pedialyte 90 helps prevent dehydration. It is sterilized and ready-to-use.

Remember Pedialyte 90. It could mean the life of your child.



ORS FORMULA

Pedialyte® 90

For moderate to severe diarrhea

It Helps Prevent Dehydration.

If your child is two years old or below, consult your doctor first.
If symptoms persist, consult your doctor.

ABBOTT LABORATORIES
Pediatric Care Worldwide

the job. Now the Quezon City government, on top of the P88 million it has paid to the MMC to collect the city's garbage, has contracted 20 additional trucks. That may not be enough. "The problem of garbage collection," says Mayor Simon, "will never be solved until the job is transfered to the mayor and to the barangay leadership."

The city administration has, in fact, devised an ingenious barangay-based garbage collection system that revolves around a barangay-operated, relatively low-cost incinerator that will not deprive scavengers of a livelihood and will even make things more convenient and dignified for them. There won't be any dump trucks in this scheme—just covered carts. It also requires discipline on the part of the households served so that they are ready when the garbage collectors come, with the dry garbage separate from the wet. The prototype incinerator at the back of City Hall has been found to work perfectly; and only a slight problem with release of operating funds due to auditing technicalities stands in the way of its full operation.

A place as big and as thickly populated as Quezon City generates not only a lot of garbage but also problems of peace and order. Crime and insurgency, maintains the mayor, are to a great extent the function of poverty, and poverty is what drove many a squatter to Quezon City in the first place. The problem is compounded by the fact that the police is not under the supervision of the mayor, and the fact that criminal elements are often better armed than the police. To alleviate that imbalance of terror, the city administration recently donated money to the police station so that the latter could buy 600 new hand guns. This year the city bought 30 police cars in addition to the 23 it purchased last year so that the police could cover more ground—which is only right considering that Quezon City has as big a population as that of Manila—2 million—but it has a land area five and a half times bigger. Manila has a police



Jun Simon (left) inspecting the low-cost housing project in Manresa, Quezon City: 10,000 housing units by the end of next year.

force of 4,000; Quezon City should have as many, says Mayor Simon, instead of its present effective strength of only 1,300.

It has meant a lot that the city has been chosen as the pilot area for the implementation of a program to maximize the participation of non-government organizations and the barangays in the peace and order campaign. An important feature of the campaign is the use of visitation cards that the foot patrolman has to get a barangay official or the parish priest to sign as proof of visitation. The policeman's performance is monitored, while he gets to know and cultivate his natural allies in the community. "As a result of this, the crime rate will drop," is Mayor Simon's fearless forecast.

The city still has a drug problem, says Vice-Mayor Tito Sotto who has been tasked to tackle it, but it has been brought down to manageable proportions. "Before we came into office," he says, "Quezon City ranked number one when it comes to the drug problem. According to the latest Dangerous Drugs Board report to the President, Quezon City today ranks No. 3. Manila is No. 1 and Caloocan No. 2. We want to rank lower than Pasay and Makati. In each of the four districts, we have an active anti-drug abuse council. We are conducting a city-wide preventive drug education program, that's 80 per cent of our effort, law enforcement being 20 per cent and that's the business of the Narcom (Narcotics Command of the Philippine Constabulary) and the Anti-Narcotics unit of the Quezon City police. A major target of our education effort are the parents."

The city's good fortune is that Jun Simon's fiercest political opponent, Atty. Charito Planas, is now helping the city government develop the Quezon Memorial Circle, as if to prove that no political party has monopoly of love for the city. The mayor likes to refer

(Please turn to page 10)

Sugarland



Jellyace COLOURING CONTEST



12 KIDS WILL BE ₱10,000 RICHER THIS CHRISTMAS! BE ONE OF THEM! HERE'S HOW!

1. Colour the picture using crayons or color pencils. Fill in the entry coupon, attach a wrapper/label (at least 3/4 of original size) of Sugarland's Jellyace and mail to JELLY ACE COLORING CONTEST P.O. Box 935 Manila.
2. The contest is divided into 3 age groups: Group A (4-6 yrs. old); Group B (7-10 yrs. old); Group C (11-14 yrs. old).
3. The more entries you send, the bigger your chances of winning.
4. The winning entries will be based on the creativity of the coloring etc. Judges' decision is final and no correspondence will be entertained.
5. Contest closes on November 30, 1989.
6. Illegible entries will be disqualified. Families and staff of Sugarland International Products and its advertising agencies are not qualified to join the contest.
7. All winners will be notified by mail.

PER M.O. NO. 33 SERIES OF 1985

NAME: _____

AGE GROUP: ( ) GROUP A: 4 – 6 YRS. OLD
PLS. CHECK ( ) GROUP B: 7 –10 YRS. OLD
ONE ONLY ( ) GROUP C:11 –14 YRS. OLD

ADDRESS: _____

_____

SCHOOL _____

_____ _____
Teacher/Guardian **Contestant's Signature**



to the park now as the "Circle of Reconciliation." Atty. Planas has done a good job too. "We really needed somebody like Charito who is determined and who has a great appetite for work," says the mayor. "You see her there early in the morning, you see her there at the end of the working day, and you see her there on Sundays." There has been a great improvement; the place is a lot more orderly now, and clean, the monument has been refurbished, but the big transformation will take place next year, he promises.

Neither Mayor Simon nor Vice-Mayor Sotto is giving up on the effort to regulate smoking in Quezon City. They are going to re-launch it very soon, this time with all the loopholes plugged so that the inveterate inconsiderates will not just fumigate everybody else to death. Another measure being considered would strictly regulate the sale of liquor; he hopes this would lead to a reduction of crimes occasioned by drunkenness. He would also stick to his tough stance against lewd shows. One of these days, he says, the city is going to have an industrial university, one without walls, a joint undertaking of the city government and the Technological University of the Philippines. Its classrooms will be the 200 factories in Novaliches whose owners and management have assured the mayor of their cooperation.

He also dreams of a Metro Quezon which he deems to be the natural result of the burgeoning of Quezon City and the towns across its northern boundaries. A new metropolis could rise up without planning, he says. So a zoning plan is being threshed out informally: the most appropriate areas will be indicated for the factories, the school houses, the hotels, the hospitals, the parks, the housing for the poor. The idea is now being discussed informally but seriously with the mayors of Montalban, Antipolo, San Jose del Monte, Marikina and San Mateo. Plans are being kicked around to build roads, perhaps including a railroad—at no cost to the national

(Please turn to page 36)

DECLARATION OF FREEDOM

Big Specs

SPORTSWEAR

BY

CONVERSE

U.S.A.



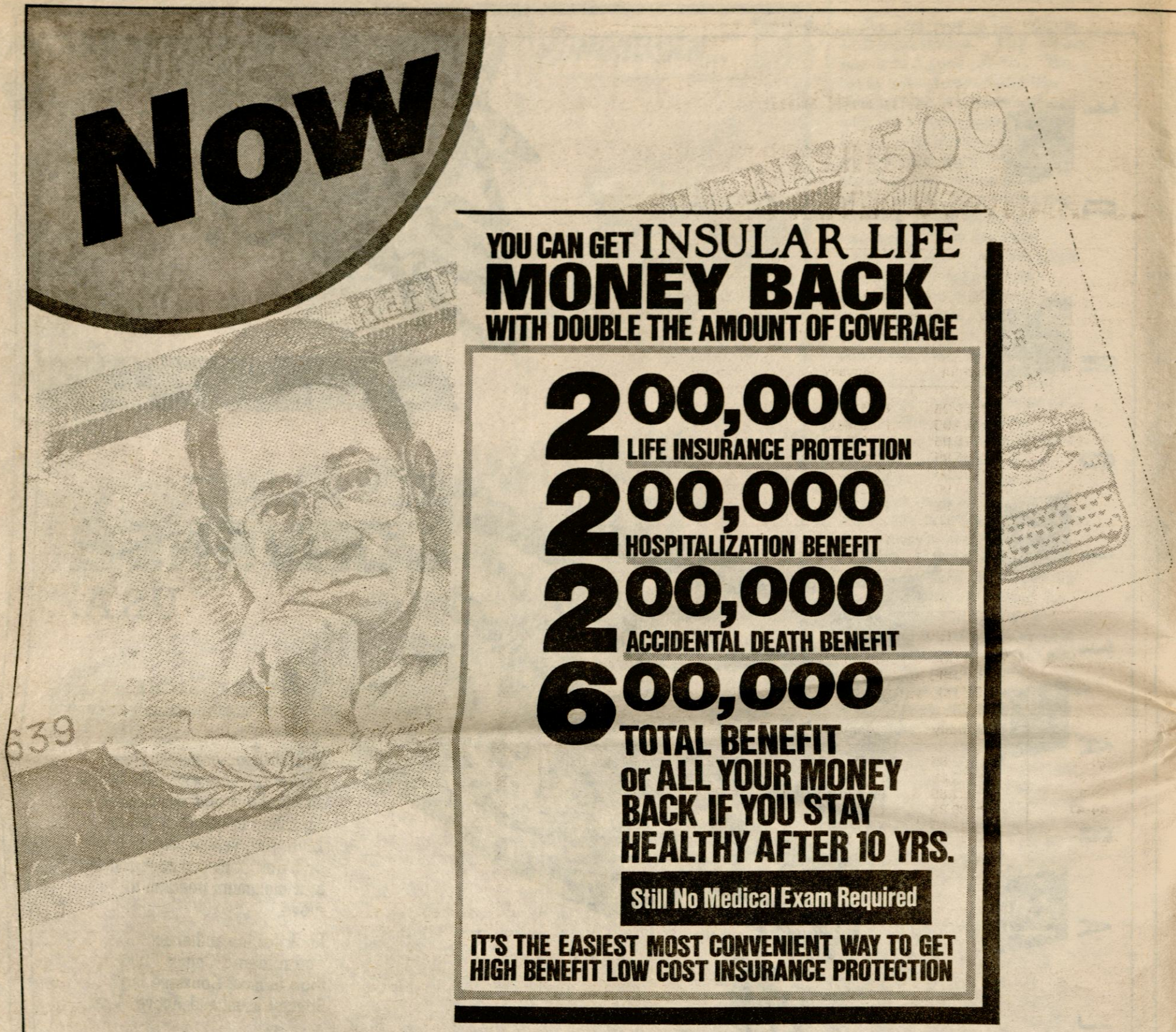
CONVERSE Big Specs declares freedom from restrained body movement!

It combines better and well-crafted styling with excellence in durability and workmanship. Splashed in colors of white, blue, red, yellow, green, gray, or black. It means cool comfort and maximum freedom to move.

Look for the authentic embroidered Chuck Taylor logo in most Converse Big Specs Casual and Active Wear.

CONVERSE Chuck Taylor ALL STAR

A Fashion Revolution!



Here's what MONEY BACK PLAN guarantees you!

₱200,000 LIFE INSURANCE PROTECTION
Money Back Plan guarantees the financial security of your loved ones for as much as ₱200,000 from death due to any cause.

₱200,000 HOSPITALIZATION BENEFIT
With this new coverage, Money Back Plan will pay you ₱300 a day up to a maximum of ₱200,000 starting on the fourth day of hospitalization for sickness and on the first day for accident. All payments will be paid directly to you, regardless of any other hospital plan you may have.

₱200,000 ACCIDENTAL DEATH BENEFIT
Because accidents can cause so much pain and financial devastation, Money Back Plan doubles your coverage in case of a fatal accident. Your beneficiary will receive as much as ₱400,000 cash.

STILL NO MEDICAL EXAM REQUIRED!
Your acceptance will be based on the questions on the application form, no need to undergo a medical exam. That makes Money Back Plan the easiest, most convenient, high benefit insurance plan for you!

AND ALL YOUR MONEY BACK IF YOU STAY HEALTHY!
If nothing happens to you during the ten year policy term if you are not hospitalized, then the best thing happens . . . you get all your money back! Yes, Money Back Plan will give back all the premiums — you paid in!

THERE IS ABSOLUTELY NO WAY YOU CAN LOSE WITH MONEY BACK PLAN. MAXIMUM PROTECTION AT THE LOWEST PREMIUM RATES. YOU DEFINITELY HAVE THE EDGE!

ACT NOW! SEND NO MONEY

YOUR LOW MONTHLY PREMIUMS ARE GUARANTEED NEVER TO INCREASE

Age at your nearest birthday	PLAN 50 ₱50,000 hospital benefit ₱50,000 life insurance ₱50,000 accidental death		PLAN 100 ₱100,000 hospital benefit ₱100,000 life insurance ₱100,000 accidental death	
	Monthly	Annually	Monthly	Annually
20-35	₱ 50.95	₱ 577.00	₱101.90	₱1,154.00
36-39	₱ 60.95	₱ 690.00	₱121.90	₱1,380.00
40-43	₱ 75.95	₱ 860.00	₱151.90	₱1,720.00
44-47	₱ 96.95	₱1,098.00	₱193.90	₱2,196,00
48-50	₱115.95	₱1,312.00	₱231.90	₱2,624.00
51-53	₱138.95	₱1,572.00	₱277.90	₱3,144.00
54-55	₱165.95	₱1,879.00	₱331.90	₱3,758.00

To save money on your premiums, just check the "quarterly", "semi-annually", or "annually" payment plan on your application.

Age at your nearest birthday	PLAN 150 ₱150,000 hospital benefit ₱150,000 life insurance ₱150,000 accidental death		PLAN 200 ₱200,000 hospital benefit ₱200,000 life insurance ₱200,000 accidental death	
	Monthly	Annually	Monthly	Annually
20-35	₱152.85	₱1,731.00	₱203.80	₱2,308,00
36-39	₱182.85	₱2,070,00	₱243.80	₱2,760.00
40-43	₱227.85	₱2,580.00	₱303.80	₱3,440.00
44-47	₱290.85	₱3,294.00	₱387.80	₱4,392.00
48-50	₱347.85	₱3,936.00	₱463.80	₱5,248.00
51-53	₱416.85	₱4,716.00	₱555.80	₱6,288.00
54-55	₱497.85	₱5,637.00	₱663.80	₱7,516.00

To save money on your premiums, just check the "quarterly", "semi-annually", or "annually" payment plan on your application.

CERTAIN CONDITIONS

To make the MONEY BACK premiums low and affordable to more people, a few items are not covered for hospitalization benefits like: self-inflicted injuries; nervous or mental disorder; pregnancy, childbirth, miscarriage, abortion or complications of any of these; congenital deformities and defects such as harelip, club foot, hernia, heart defect, abnormal bone or muscular growth, cerebral palsy, and others; drug addiction, continued excessive use of alcoholic drinks; declared or undeclared war, civil strife, ionizing radiation or contamination by radioactivity from any nuclear waste from combustion of nuclear fuel; routine physical check-up and rest cures; cosmetic surgery.

THE INSULAR LIFE ASSURANCE COMPANY, LTD.

MEMBER: LIFE INSURANCE ASSOCIATION OF THE PHIL. (LIAP)
INSULAR LIFE BLDG., 6781 AYALA AVENUE,
1200 MAKATI, METRO MANILA • TEL. 817-30-51 • 817-84-36

"INSURANCE IS A FORM OF SAVINGS CONSIDERED IN THE NATIONAL SAVINGS FOR PROGRESS CAMPAIGN."

ENROLLMENT ENDS:

NOVEMBER 10, 1989

How to enroll...

Fill up, sign and mail application to MONEY BACK PLAN
The INSULAR LIFE ASSURANCE CO., LTD.
6781 Ayala Ave., 1200 Makati, Metro Manila
For additional information and assistance, contact Mr. Albert Nebit at Tel. Nos. 817-30-51 • 817-84-36.

APPLICATION for MONEY BACK PLAN

NAME: _____
ADDRESS: _____
_____
POSTAL CODE: _____ TEL. NO. _____
DATE OF BIRTH: _____ PLACE OF BIRTH: _____
(mo./day/year) AGE _____ ☐ Male ☐ Female
OCCUPATION: _____
BUSINESS ADDRESS: _____
SSS/GSIS _____ TAN _____

I WISH THE COVERAGE OF:

☐ PLAN 50 (₱ 50,000 coverage) ☐ PLAN 100 (₱100,000 coverage)
☐ PLAN 150 (₱150,000 coverage) ☐ PLAN 200 (₱200,000 coverage)

I PREFER TO PAY MY PREMIUMS:

☐ Annually ☐ Semi-annually
☐ Quarterly ☐ Monthly

DEATH BENEFITS ARE TO PAID TO:
Beneficiary's Name: _____
Relationship to you: _____

1. What is your HEIGHT? _____ WEIGHT? _____
2. During the past 5 years, have you consulted a physician for medical attention or surgical advice, or been confined to a hospital, sanitarium or similar institution? ☐ YES ☐ NO
3. Have you ever been told you had: cancer, diabetes, epilepsy, heart trouble, high blood pressure, or tuberculosis? (If "YES" underline which ailment/s) ☐ YES ☐ NO
4. Do you know of any impairment in your health or physcial condition? ☐ YES ☐ NO

If you answered "YES" to any question above, please give full details. Include doctor's name and address; hospital; nature, date and result of consultation, ailment, or impairment. Use separate sheet if necessary. _____
_____
_____

I understand that this insurance is issued based on the above statements, which I represent are true and complete to the best of my knowledge and belief. I authorize any physician, hospital, clinic, or other medically related facility to furnish The INSULAR LIFE Assurance Company, Ltd. with any information concerning my medical history and physical condition. I understand that the policy will not be in force until I have made the first premium payment.

YOUR SIGNATURE: _____
TODAY'S DATE: _____

The INSULAR LIFE Assurance Company, Ltd.
6781 Ayala Avenue, 1200 Makati, Metro Manila
P.O. Box 71, MCPO
Tel. Nos. 8173051 • 8178436

The healing fields

AND THE HEALING continues. Last Sept. 1 a man named Arnel climbed an electric post near the United Doctors Medical Clinic (UDMC) in Quezon City to fix some wires that had snapped. He got entangled in the live wires and 34,000 volts of current went through him, sucked him then dropped him, all burned up, to the ground head first. The transformer exploded and that blacked out the whole Rotunda area. "*Patay na 'yan,*" said the doctors at the UDMC. Somebody called up the Pastor Wilde Almeda at his residence and Pastor Almeda got the prayers organized.

Almeda prayed for the electrocuted worker where he was, and his co-workers prayed over his stricken form. *Instantly after the amens, Arnel groaned and regained consciousness. That's when* the medical staff tried to give him oxygen which he refused. Days later a Meralco worker would be electrocuted with the same kind of voltage and he would die on the spot. Arnel's case was a miracle in the name of Jesus, say the people of the Jesus Congregation, a home-grown bible-based pentecostal congregation founded by Wilde Almeda, a one-time political campaigner and gold prospector who struck religion from the debris of his insomnia-wracked life.

The testimonies come in a stream. Jerry Dizon, a former Bahala na Gang Member from Sampaloc, was a drug addict and a leper. After having become part of the Jesus Crusade, he is cured of both his vices and his disease. There are photographs showing where leprosy had once ulcerated his skin; today there are no traces of it on him.

Last year, Nilo Asebetse commanded a platoon of armed regulars in the New People's Army. While in the mountains of Northern Samar he dreamed of the Lord calling him, telling him to come down and join the Jesus Crusade he heard of on the radio. Today he is a regular at the thrice-weekly services of the Jesus Crusade and believes that the name of Jesus is enough protection from the retribution of the movement that feels betrayed by him.

Eric Baez was a member of the Communist Party of the Philippines during the early 1980's when he led the student body of the Philippine School of Business Administration at the barricades. He fell out of the movement for several months when he was struck by an illness that was bleeding him dry. He accepted an invitation to join the Jesus Crusade and instantly got cured. *Today he is one the* Crusade's fervent regulars, along with his wife, Haydee, who used to be a tireless worker with the League of Filipino students. Both believe now that the ills of Philippine society cannot be solved by a socialist government; only Jesus, they say, can solve the nation's problems.

Linda Dupal of Hindang, Leyte has been bitten by snakes and centipedes with only this effect that her faith increased. Her mother's heart condition and tuberculosis has been healed. Her father, ambushed by an NPA operative who was his own nephew, got off unscathed, while the ambusher had a couple of fingers shot off by the very gun he fired.

Retired Col. Percy Caceres of Negros Occidental had seven *kinds of illnesses, not to mention an crankiness that made him* intolerable to his own family. All these have vanished, and he now lives in a peaceful household all because he has started to serve the Lord.

Corazon Alberto of Barugo, Leyte had a heart condition and high blood pressure which vanished without a trace after she joined the crusade. Twice, criminal elements have tried to hold her up but couldn't make off with the loot. She attributes her peaceful life and her financial security to the blessings of the crusade.

Pilar Garcia, now working with the Peace Commission, once had a foot almost severed in a terrible vehicular accident. His wound was already gangrenous when it had to be operated on; her faith was so great that she even refused blood transfusion. Today she can walk without crutches in spite of medical prediction that she would be confined to a wheelchair all her life.

Liwayway Flores, Purificacion Daffon, Lourdes Lagasca, Maria Lourdes Datu, and probably two dozen others were streaming out of the gates of Channel 4 in the small hours of August 27, 1987 after an overnight service of the Jesus Crusade when they were caught in the crossfire of rebel troops and soldiers defending the station. The firing was so intense—there were military casualties—yet the Jesus crusaders caught in the middle suffered no wounds, though those on foot felt cartridges raining on them, while bullets ripped through the vehicles that the others rode in, and some were convinced they had been hit on the shoulder, on the back, on the forehead, but they just kept rebuking the bullets, till they could move away from the firing, or the firing stopped. Not a single member of the congregation suffered a scratch.

The list is practically endless. You could start jotting down just the basic data of each testimony early in the afternoon, and well into the night you wouldn't be half true. And you can think of perfectly natural explanations for each case, and yet the flood of faith that is involved in that case is undeniable, and you can't

(Please turn to page 16)

Singing for Christ: the healing goes on.



JOEY DE VERA


INTRODUCING
V.S.O.P.
(VERY SPECIAL OLD PAIR)
A New Pair of Old Levi's Jeans.
To wear and to cherish,
from this day forward,
for better, for best,
for bluer, for paler,
in good times, at all times,
and never shall us part.
Levi's VSOP.
Wears like an old friend.
Levi's
QUALITY NEVER GOES OUT OF STYLE.

FIESTA GREETINGS
Christmas cards for a cause

HELP SEND A CHILD TO SCHOOL



Every Fiesta Greetings Christmas card that you buy helps send a child to school. What could be a better way to spread love during this season of sharing?

Fiesta Greetings supports the programs of the Educational Research and Development Assistance (ERDA) Foundation, a nonprofit service organization that has helped over 35,000 needy Filipino children realize their dream of an education.

A look into ERDA's record of success will show that any help which goes to ERDA is put to good use. Through careful monitoring by ERDA's teams of social workers, 95 percent of the ERDA-supported schoolchildren are able to finish grade school. *This is way above the national grade school completion rate of only 63 percent.*

Indeed, its commendable effort to decrease the number of out-of-school youth nationwide truly makes ERDA a cause worth supporting.

Join Fiesta Greetings this Christmas in giving ERDA a helping hand. To the thousands of children who await your help, no gift can be more precious than the brighter future that education can bring. Send a Fiesta Greetings Christmas card today.

Fiesta Greetings. ERDA. And you. Working together for a child's brighter tomorrow.

AREN'T YOU GLAD YOU MAKE TWO PEOPLE HAPPY THIS CHRISTMAS? THE ONE WHO'LL RECEIVE YOUR FIESTA GREETINGS CHRISTMAS CARD. AND THE CHILD YOU'LL HELP SEND TO SCHOOL.

BE A CARE BEAR THIS CHRISTMAS. SHARE YOUR LOVE WITH A CHILD BY SENDING A FIESTA GREETINGS CHRISTMAS CARD.

IT IS MORE BLESSED TO SEND A FIESTA GREETINGS CHRISTMAS CARD.

ZIGGY™ Care Bears SHERMAN ON THE MOUNT



FIESTA GREETINGS
The right card for that special person

AN ASSOCIATE OF AMERICAN GREETINGS CORPORATON SINCE 1963

ATTENTION:
COMPANIES, ORGANIZATIONS AND INDIVIDUALS CAN ORDER FIESTA GREETINGS CHRISTMAS CARDS IN SPECIAL MULTI-PACKS.
CALL HOTLINE
876-790 AND 817-58-26

convince any one of them that it was not the name of Jesus that stopped the bullets, erased the leprosy, shattered the vice, frustrated the hold-up and crumpled the godless ideology. And it is the name of Jesus, too, that they believe has given them financial prosperity in many cases, peace in the household in most cases, and in any case the thrill of God's love and forgiveness. It's a happy congregation that you see every time there is a service of the Jesus Crusade: the jumping for joy, the speaking in tongues, the ecstatic waving of the hands, and the soul-rocking music and the singing.

WILDE E. ALMEDA, the evangelist from Surigao del Sur who founded the Jesus Miracle Crusade Ministry, has directed a lot of his rebukes against what he calls the evils of communism, a form, he says, of satanism. "This diabolical monster," he once said, "has killed millions of people all over the world, and will kill millions more if we do not fight it." How do you fight it? With prayer and love, of course. And he makes a proper distinction between the man and the ideology. "We love the communists," he stresses, "because they are mere victims of communism which is an instrument of Satan." Some of them are also victims of injustice and poverty. In that case, the ministry offers the consolation and the material abundance proceeding from God's love.

Recently the pastor went to the United States on a two-month preaching mission to tell American congregations of the religious and reformist ferment in the Philippines today. Travelling with his daughters Leah, Anna Lisa and Rachel he was special guest in McComb, Missisippi of the Rev. Steve Hancock. There the red carpet was literally rolled out before them and he was billed as "the Billy Graham of the Philippines," a comparison immediately dismissed by the ministry here in the Philippines as superficial. In Atlanta, Georgia he shared

(Please turn to page 28)


Swash.
Now.
Denim rich in froth.
A foamy blue that resounds
with the active rise and fall
of waves upon the shore.
Feel the echo of big surf.
Swelling.
Splashing.
Breaking.
Swash.
By Levi's.
Levi's
QUALITY NEVER GOES OUT OF STYLE



Photo courtesy of the Ayala Museum.

While everything else in the world just seems to pass, Insular Life will always stay.

The Manila Grand Opera House was one of the country's most glamorous landmarks at the turn of the century. In fact, it was a veritable institution. Sadly however, it did not survive the Second World War.

Not like another institution, Insular Life. You see, Insular Life remained open throughout the war. And they honored all their commitments faithfully.

Today, Insular Life has the longest unbroken service record of 79 years. It is the country's first and largest Filipino life insurance company.

In 1987 alone, it paid out 42.5% of the total dividends issued by the entire Philippine life insurance industry.

Ngayon, kung mismong guerra ay hindi nakapagpahinto sa Insular Life, ano pa kaya?

THE INSULAR LIFE ASSURANCE COMPANY LTD.

Something permanent in a passing world.

THIS IS MY OWN

by Joaquin R. Roces

Graduation day

TWO PASSENGERS in a commuter bus were talking. We were eavesdropping and this is what we heard:

"Many of our neighboring countries prospered because their leaders were not only nationalists but patriots," said the older one.

"Now what do you mean? " asked the other.

"You see, ours is already a sovereign and independent country, but nationalism is the affliction of former colonies whose leaders never got over their own colonial mentality. That is the reason why they keep on concentrating all the time and effort still fighting the colonizer, shadow boxing, when the fact is that the colonizers' days are already numbered.

"The Spaniards were the first to sail from the West to establish colonies across the seas. They were also the first to leave at the close of the last century. The Dutch had to go a few decades later. The French finally abandoned Vietnam. The British have only a few years left in Hongkong.

"As for the Americans, they were the last colonizers to come to this part of the world, so naturally, they will be the last to go. But go they must. Not only because we are asking them to but because the American taxpayers are no longer willing to foot the bill. So it is written in the stars.

"What we need now is for our dashing nationalists to graduate themselves into honest-to-goodness public servants."

The younger man now took time to ask: "But why is it that we continue to have so many nationalists as you say, but no patriots? "

"Because it is much easier to be nationalists than it is to be patriotic. Nationalism for many of us may mean nothing but an ego trip. It may also coincide with our own selfish

(Please turn to page 20)



Hip. Hot. Happening. The look for here and now.

Join the fun club!

SILVER TAB

F·U·N BASICS

Levi's

QUALITY NEVER GOES OUT OF STYLE.

2229 wide jeans, multi-labelled • 2226 loose fit with leather pocket • 2225 tight fit black jeans

L I M I T E D E D I T I O N

YOU'RE OFF TO A GOOD START WHEN YOU ENROLL AT SLIM'S... THE STARTING POINT OF A FASHION CAREER



1 YEAR COURSES
- Interior Design
- Special Fine Arts

FIVE-MONTH COURSES
- Typewriting
- Stenography
- Office Procedures

SIX-MONTH COURSES
- Dressmaking
- Fashion Design
- Machine Embroidery
- Men's Tailoring

HAIR CULTURE
- Hair Cutting
- Hair & Wig Styling
- Cold Wave Permanent
- Hot Oil Treatment
- Hair Dyeing

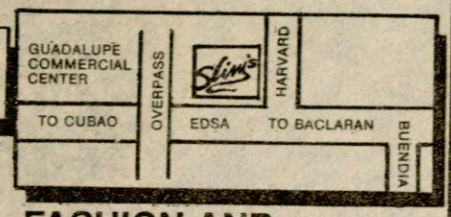
BEAUTY CULTURE
- Contour Make-Up
- Skin Bleaching & Facial
- Manicure and Pedicure

ARTS & INTERIOR DECORATION
- Drapery & Cushion Making
- Bedspread & Coverlet
- Oil Painting
- Fabric Painting
- Flower Arrangement
- Hand Beading
- Hand Embroidery
- Children's Art

SPECIAL LESSONS
- Children's Wear

SPECIAL 6-WEEK LESSONS
- Dressmaking
- Fine Arts

ENROLMENT FOR NEW SEMESTER NOW OPEN!



Slim's

FASHION AND ARTS SCHOOL

THE MOST COMPREHENSIVE SCHOOL OF ITS KIND
2nd Floor, PRIMA Bldg.
EDSA cor. HARVARD MAKATI (In front of Bel-Air)
Tels. 816-1435; 816-1307; 816-1931

SATURDAY CLASSES FOR CAREER WOMEN • SEE US & ASK FOR FREE PROSPECTUS

business or political interest. Unlike patriotism which is of the essence selfless.

"And besides, nationalism is often diversionary as it helps camouflage all that we have failed to do ourselves for our own people thus avoid responsibility for their present plight.

"Nationalistically speaking, we have already gained dominion over our bays, rivers, and seas. These are now under our control. But why then have we not kept our own people from destroying our own fishing resources by dynamiting our own coral reefs for the benefit of the few at the expense of the many? The same can be said of our forests. Exploitation is exploitation whether perpetrated by the colonizer or by our own selves.

"So that a nationalistic leader may liberate us from the colonizer but only a patriot can save us from our ownselves.

Decades ago, what was then Fort McKinley was returned to the Philippines by the United States. This vast tract of valuable land in Metro Manila was turned over to the Philippine Military. Our flag now flies over the entire area. It was also renamed after Andres Bonifacio who was not a soldier but a social reformer and who was born and who grew up in Manila.

Would the military now be patriotic enough to admit that they do not need all this land, and that it would be best for it to be converted into a low-cost housing project for all the lower classes in Manila so that all the dissidents in the urban areas may know once and for all that the ordinary Filipino does have a stake in all this talk about the return of US bases and for him to lay down his arms?

He was waiting for an answer, but the bus had suddenly come to a stop, the younger man had reached his destination and was no longer by his side.

One day, we then thought to ourselves, our leaders may get over this affliction called nationalism and promote themselves into patriots instead. It would be graduation day. ●



LOSE 10 LBS. or MORE in 7 DAYS!



The Fat Inhibitor Therapy (F.I.T.)

is the ultimate lazy way of losing weight permanently. WITHOUT exercise, pills, hunger or pain.

20%OFF on every full program For Burning FAT, eliminating CELLULITE, treating STRETCHMARKS and losing FLAB exactly where you want it.

NOW OPEN
MUSCLEWERKESHOPPE
TEL. NO. 816-74-58

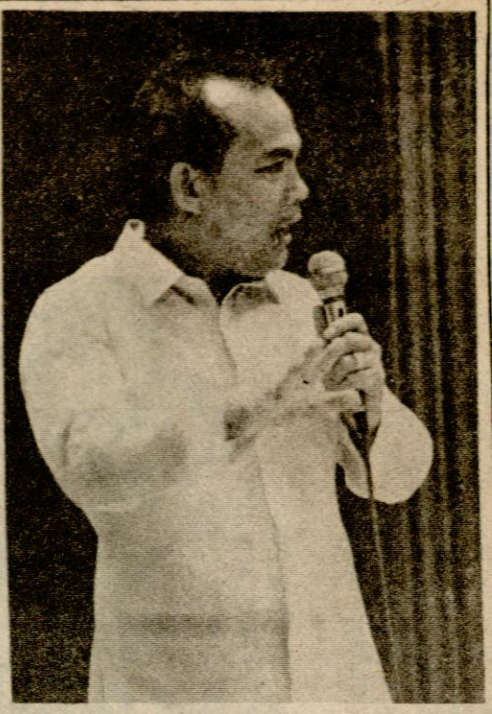
Body Essence CENTER
6th Flr. MG Bldg.
150 Amorsolo St., Legaspi Village Makati
TEL. NO.: 817-13-33
817-14-27

Monday to Friday: 8:00 a.m. to 8:00 p.m.
Saturday: 8:00 a.m. to 5:00 p.m.

EXCLUSIVE FACILITIES FOR MEN & WOMEN

A COMPLETE SLIMMING PROGRAM

Catch the Passion The Power and The Magic of Speech



Join the well-acclaimed lecture workshop series of the Director and Founder of Speechpower, Mr. J.M. Mórdeno. An international lecturer in speech-communication, Mr. Mórdeno will talk on:

- Speech and Personality Development
- Building Self-Confidence
- Breathing and Voice Projection
- Conquering Stage Fright
- Organizing Ideas
- Developing and Presenting a Talk
- Impromptu and Extemporaneous Speaking
- Dynamic Speech Delivery
- The Creative Power of Speech

These multi course-concentrates are the core of Mr. Mórdeno's involvement in academic and business training programs here and abroad, enriched with his professional lecture experience in New York, Los Angeles, Hawaii, Indonesia and other countries.

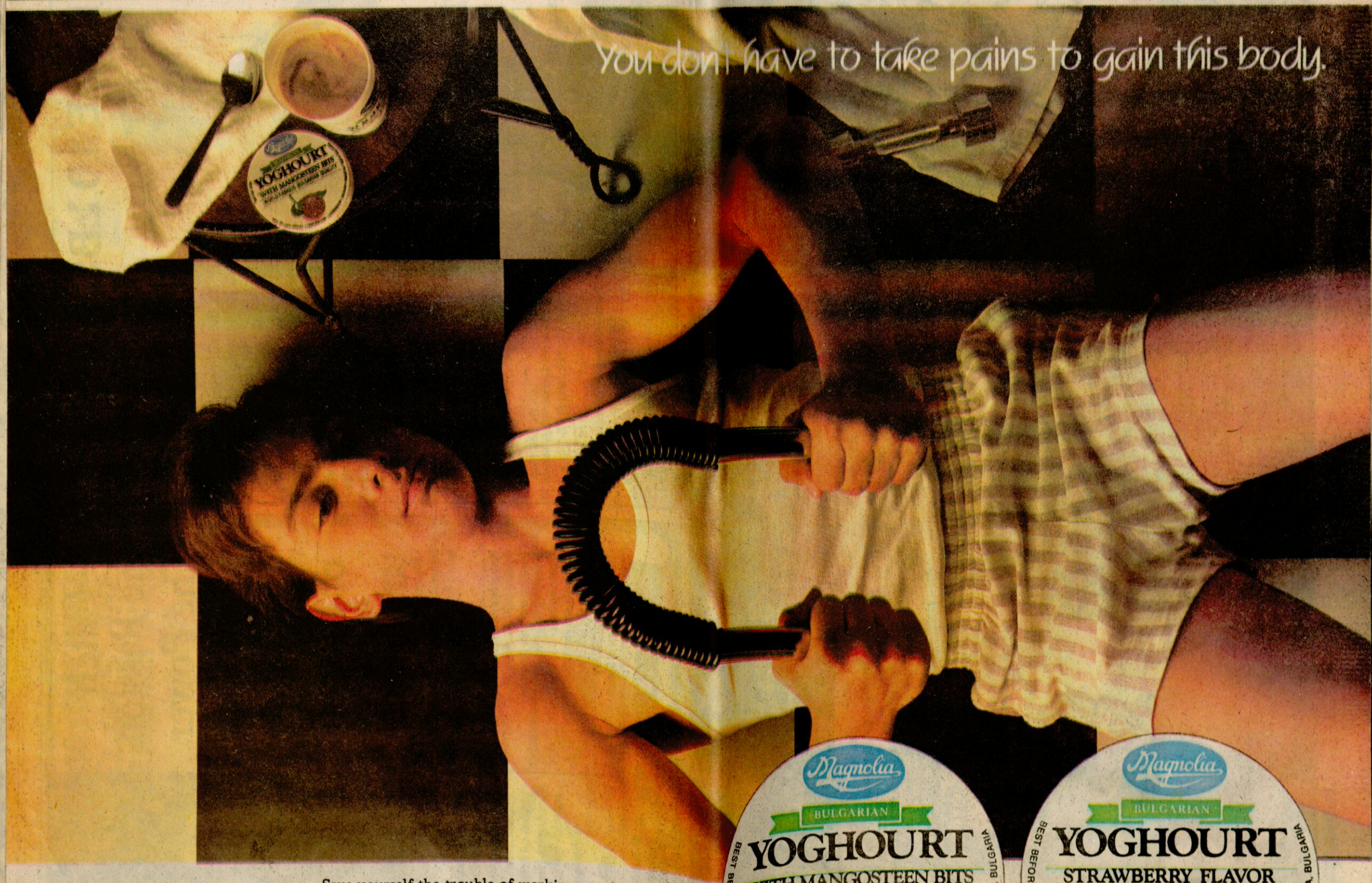
An exclusive privilege of Speechpower enrolees and graduates!

A different speech training experience!

SPEECHPOWER

SP-Aurora : 922-5058; 921-1757; 921-3953
SP-España : 731-1323; 731-6672; 731-0978
SP-Makati : 815-0655; 816-2819





Save yourself the trouble of working very hard at working out. Relax. And get by with the right food, the right exercise. And Magnolia Yoghourt, regularly. Keeping fit was never this easy.

Enjoy Magnolia Yoghourt Plain or Flavored with Vanilla, Banana, Strawberry, Orange. There's also Fruited Yoghourt with Mango, Mangosteen, Nangka, or Pineapple bits. Available in 125 mL and 200 mL sizes at the supermarket's chiller section.

PROUDLY PHILIPPINE MADE
Seal of Excellence

SAN MIGUEL CORPORATION
MAGNOLIA DIVISION

IT'S NO SWEAT TO BE SOME BODY.

TRAVELITE

Shop now, carry later at 7% discount!



TRAVELITE. A special duty free shopping privilege for Filipino or foreign travellers leaving the country for 30 days or less.

Before leaving, just shop for the items you want at any Duty Free Philippines outlet, including the Fiesta Shopping Center, then pick them up on your return. That means you carry less on your way back and even save on excess baggage costs.

And with all these conveniences, Travelite also gives you a 7% discount on all your purchases. Anything from liquor to toys to fine jewelry to electronics.

You can even shop on credit. Travelite honors international and local credit cards and accepts Philippine pesos.

So the next time you leave the country, take advantage of the Travelite Privilege. For more details, call 832-3191 to 99 local 2246 or 2247.

NEW DUTY FREE PHILIPPINES

IN SUPPORT OF The Philippines FIESTA ISLANDS '89

The New Duty Free Philippines

A World of Plenty. A Land of Ease.

COMMBRIDGE INC.

SAN MIGUEL CORPORATION
MAGNOLIA DIVISION
IT'S NO SWEAT TO

RECOMMENDED BY DOCTORS • WRITTEN MONEY-BACK GUARANTEE

LOSE MAXIMUM FAT IN ONLY 3 DAYS

NO MATTER HOW MUCH OVERWEIGHT YOU ARE



- Without losing body tone
- Without Needles
- Without the craving for food
- Without Drugs
- Without Exercises

The Total Success Fat Control Behaviour Dynamics is an absolutely safe and scientific fat control system recommended by doctors.

Quick Results. You will start losing weight from the very first day.

Permanent Results. Slimmers World will show you how to maintain your ideal body shape for the rest of your life.

Stop Your Craving For Food. Every fat person has a trigger point when food becomes a necessity. Slimmers World's Total Fat Control System Behaviour Dynamics breaks this cycle and therefore stops the craving for food.

Number of Kilos You Are Overweight. Slimmers World's Behaviour Dynamics is as effective with a person who is 100 kilos overweight as with a person who is 50-30-20- or 10 kilos overweight.

Join Slimmers World. If you have tried without success to lose those unwanted kilos, then it's time to join Slimmers World — where you lose all those unwanted kilos permanently.

Limited Offer. *Slimmers World's Behaviour Dynamics clinics can only accept a limited number of clients for treatment. So phone now for your free figure analysis.*

SPECIAL OFFER

ONLY ₱ **22** PER VISIT FOR MEN AND WOMEN PHONING OR VISITING TODAY ON A FULL PROGRAMME BASIS

LIMITED OFFER
LIFETIME MEMBERSHIPS
with no monthly dues
from as low as **P5,000.**

NEWS FLASH!!!
OPENING SOON IN ALABANG. Separate clinics for men and women will open soon in Alabang. Enroll now and get big discounts. Call 862504 or 873167 for details. Hurry! Offer is limited to the first 35 enrollees only.

ANTI-CELLULITE CREAM FROM SWITZERLAND is now available exclusively at Slimmers World. Creams for slimming and bust development are also available. Call now for details.

SLIMMERS WORLD FOR MEN AND WOMEN 810-9168 • 810-9169

BINONDO - 8th Floor, State Center Building, Juan Luna Street 475159 • 475176
CALOOCAN (Women) - 3rd Floor, Ever Emporium, Monumento 3611791 Loc. 281
GREENHILLS (Women) - 2nd Floor Greenhills Square, EDSA, Mandaluyong 786812 • 786813
MAKATI (Women) - Gamboa Street, Legaspi Village 8189340 • 8189345 • 8189347
MALATE (Women) - 6th Floor Echelon Towers, A. Mabini Street 5213310 • 5213261 • 5213262
MANILA GARDEN (Men & Women) - 2nd Floor Manila Garden, EDSA 8188466 • 883984 • 883804
NEW FARMERS PLAZA (Women) - Lower Ground Floor New Farmers Plaza 9222847 • 9226236
QUEZON CITY (Men & Women) - 2nd Floor Puzon Building, E. Rodriguez Avenue 709940 • 700005 • 783457
RITZ TOWERS (Men & Women) - Basement I, Tower B, Ritz Towers, Ayala 877160
TIMOG (Men & Women) - 2nd Floor, Sir William's Apartelle, Timog Avenue 9229880 to 85

PANA 30 years TRUTH IN ADVERTISING

NO PILLS • NO FAD DIETS • NO INJECTIONS • AND EVEN WITHOUT EXERCISE



Take your pick from 11 delightful natural fruit juices.

ZEST-O

The NO.1 ready-to-drink juice in the country today.

A Quality Product of
SEMEXCO
A Growing Family of Fine Food

Eleven delicious ZEST-O fruit juices you can choose from:
• orange • mango • apple • grape • pineapple • strawberry • calamansi • guayabano • mango-orange • mango-calamansi • mango-lemon-lime

Goldengrove Communications

SAN MIGUEL CORPORATION
MAGNOLIA DIVISION

IT'S NO SWEAT

Aged between 50 and 75? Then...

You can't be turned down for this valuable life insurance. GUARANTEED

If you apply before the limited enrollment date ends

Manila Bankers Life's

GOLDEN Plus Plan

Guarantees your acceptance with:

No Medical Examination
No Health Questions
No Complex Forms

Many men and women between 50 and 75 years old find themselves in a serious situation. Just as when they needed life insurance the most, they find it difficult and often impossible to get. With Golden Plus Plan, you are guaranteed to be accepted...whatever your health record is. Even if you have been turned down by other insurance companies, we guarantee to issue your coverage exactly as your enrollment indicates, provided you apply before the deadline date.

As much as ₱166,320 in Benefits

Golden Plus Plan provides the most coverage when it's needed most, for the least amount of money. It provides up to ₱166,320 in benefits for your dependents should you die in an accident ("Accident Benefits") and up to ₱83,160 if death is due to natural causes.

The table on the next page shows the full scale of benefits according to your age. YOUR BENEFITS ARE GUARANTEED NEVER TO REDUCE because they are based permanently on your age at the time you apply.

How it works and what it costs

You decide the amount of coverage you require. You're allowed to buy up to 6 units of Golden Plus Plan. The more you buy, the cheaper the unit cost becomes. The price for one unit is ₱33.95, ₱64.95 for two units, ₱96.95 for three and ₱127.95 for four, ₱159.95 for five and ₱190.95 for six. YOUR PREMIUMS ARE GUARANTEED NEVER TO INCREASE as you get older. And, Premiums cease at 85.

Why Golden Plus Plan costs so little

By issuing a large number of policies during a short period, we are able to reduce administrative costs...and to pass these savings to you. We save money - you save money - it's as simple as that.

Life Benefits DOUBLE for fatal accidents

Your Golden Plus Plan Life Benefits actually double automatically, at no extra cost - should you meet a fatal injury.

Accident Benefits are payable immediately from the effective date of the policy. You're covered with DOUBLE LIFE BENEFITS for death by accident until you're 80. Then Accident Benefits cease. Your Life Benefits do, of course, continue.

Suppose you need to cash the policy in

If you have to surrender your policy, you may do so at any time after three years when a cash surrender value begins to accumulate and increases with each year you are insured.

GOLDEN PLUS PLAN's
10 IMPORTANT GUARANTEES

GUARANTEE NO. 1
Your application will be accepted if you apply before the limited enrollment period ends.

GUARANTEE NO. 2
No medical examination to undergo!

GUARANTEE NO. 3
No health questions to answer!

GUARANTEE NO. 4
Your life benefits double for fatal injury!

GUARANTEE NO. 5
Life Benefits will begin two (2) years from the effective date and never cease. Accident Benefits continue to age 80!

GUARANTEE NO. 6
Your premiums will never go up as you get older!

GUARANTEE NO. 7
Your Life Benefits will never go down as you get older!

GUARANTEE NO. 8
Costs as little as ₱33.95 a month!

GUARANTEE NO. 9
Six (6) plans to choose from. You save on premiums when you choose 2,3,4,5 or 6 units.

GUARANTEE NO. 10
Inspect the Policy first. Send no money now.
No risk. No obligations.

Table of Premiums and Benefits

The amount of protection is based on your age when you apply and the number of units you select. You may buy up to 6 units of Golden Plus Plan. You save money if you buy 2 or more units. Every unit after the first costs only ₱32.48 a month for two units, ₱64.95 a month for 3 units, ₱127.95 for 4, ₱159.95 for 5 and ₱190.95 for 6 units. So with 2 units, you save ₱2.95 a month, ₱4.90 for 3, ₱7.85 for 4, ₱9.80 for 5 and ₱12.75 for 6 units.

Also, you save money if you pay on less frequent modes. Quarterly payments earn you a premium discount of 2.5%, semi-annual a 5% discount and annual payments save you 10% each year.

SEE HOW LITTLE IT COSTS!

The amount of protection is based on your age when you apply:

Age Last Birthday		₱33.95 a month 1 Unit		₱64.95 a month 2 Units		₱96.95 a month 3 Units		₱127.95 a month 4 Units		₱159.95 a month 5 Units		₱190.95 a month 6 Units	
M	F	Life	Accident	Life	Accident	Life	Accident	Life	Accident	Life	Accident	Life	Accident
	50	₱13,860	₱27,720	₱27,720	₱55,440	₱41,580	₱83,160	₱55,440	₱110,880	₱69,300	₱138,600	₱83,160	₱166,320
	51	13,140	26,280	26,280	52,560	39,420	78,840	52,560	105,120	65,700	131,400	78,840	157,680
	52	12,420	24,840	24,840	49,680	37,260	74,520	49,680	99,360	62,100	124,200	74,520	149,040
50	53	11,700	23,400	23,400	46,800	35,100	70,200	46,800	93,600	58,500	117,000	70,200	140,400
51	54	11,120	22,240	22,240	44,480	33,360	66,720	44,480	88,960	55,600	111,200	66,720	133,440
52	55	10,540	21,080	21,080	42,160	31,620	63,240	42,160	84,320	52,700	105,400	63,240	126,480
53	56	9,960	19,920	19,920	39,840	29,880	59,760	39,840	79,680	49,800	99,600	59,760	119,520
54	57	9,380	18,760	18,760	37,520	28,140	56,280	37,520	75,040	46,900	93,800	56,280	112,560
55	58	8,800	17,600	17,600	35,200	26,400	52,800	35,200	70,400	44,000	88,000	52,800	105,600
56	59	8,350	16,700	16,700	33,400	25,050	50,100	33,400	66,800	41,750	83,500	50,100	100,200
57	60	7,900	15,800	15,800	31,600	23,700	47,400	31,600	63,200	39,500	79,000	47,400	94,800
58	61	7,450	14,900	14,900	29,800	22,350	44,700	29,800	59,600	37,250	74,500	44,700	89,400
59	62	7,000	14,000	14,000	28,000	21,000	42,000	28,000	56,000	35,000	70,000	42,000	84,000
60	63	6,550	13,100	13,100	26,200	19,650	39,300	26,200	52,400	32,750	65,500	39,300	78,600
61	64	6,200	12,400	12,400	24,800	18,600	37,200	24,800	49,600	31,000	62,000	37,200	74,400
62	65	5,850	11,700	11,700	23,400	17,550	35,100	23,400	46,800	29,250	58,500	35,100	70,200
63	66	5,500	11,000	11,000	22,000	16,500	33,000	22,000	44,000	27,500	55,000	33,000	66,000
64	67	5,150	10,300	10,300	20,600	15,450	30,900	20,600	41,200	25,750	51,500	30,900	61,800
65	68	4,800	9,600	9,600	19,200	14,400	28,800	19,200	38,400	24,000	48,000	28,800	57,600
66	69	4,530	9,060	9,060	18,120	13,590	27,180	18,120	36,240	22,650	45,300	27,180	54,360
67	70	4,260	8,520	8,520	17,040	12,780	25,560	17,040	34,080	21,300	42,600	25,560	51,120
68	71	3,990	7,980	7,980	15,960	11,970	23,940	15,960	31,920	19,950	39,900	23,940	47,880
69	72	3,720	7,440	7,440	14,880	11,160	22,320	14,880	29,760	18,600	37,200	22,320	44,640
70	73	3,450	6,900	6,900	13,800	10,350	20,700	13,800	27,600	17,250	34,500	20,700	41,400
71	74	3,240	6,480	6,480	12,960	9,720	19,440	12,960	25,920	16,200	32,400	19,440	38,880
72	75	3,030	6,060	6,060	12,120	9,090	18,180	12,120	24,240	15,150	30,300	18,180	36,360
73		2,820	5,640	5,640	11,280	8,460	16,920	11,280	22,560	14,100	28,200	16,920	33,840
74		2,610	5,220	5,220	10,440	7,830	15,660	10,440	20,880	13,050	26,100	15,660	31,320
75		2,400	4,800	4,800	9,600	7,200	14,400	9,600	19,200	12,000	24,000	14,400	28,800

The conditions of Life Coverage...the 'fine print'

Life Benefits are payable after your policy has been in force for two years. Should you die of natural causes during this initial two year period, all premiums paid will be refunded at 10% compound interest. We believe this is fair to you and to us.

To keep premiums low, the accident benefit will not be paid if your death is due to suicide while sane or insane; declared or undeclared war, strikes, riots, civil war, revolution, insurrection, or any warlike operations; service in the military, naval or air force in times of declared or undeclared war, or while under orders for warlike operations or restoration of public order; murder or provoked assault, participation in any brawl; any violation or any attempted violation of the law or resistance to arrest; accident during or occuring while or because the Insured is affected by alcohol or any drug; hernia, ptomaines, or infection occuring at the same time with or because of an accidental cut or wound; any disease or sickness; poison, gas or fumes voluntarily or involuntarily taken; atomic explosion, nuclear fission, or radioactive gas; and entering, leaving, operating, servicing or being in, on or about any aerial or submarine device or conveyance except as a passenger in an aircraft provided by a commercial passenger airline and operated by a properly certified pilot over an established passenger route.

There is no better time to apply for your own **GOLDEN PLUS PLAN** than today. Just fill in the Enrollment form and mail it now!

ACT TODAY! *Send No Money.*

MANILA BANKERS LIFE
INSURANCE CORPORATION

Limited Enrollment Ends Nov. 9, 1989

IT'S EASY TO APPLY FOR GOLDEN PLUS PLAN

1. Complete and sign the Enrollment Form.
2. Check the number of units you and your spouse want.
3. Simply detach and mail form. SEND NO MONEY.
4. Your acceptance is GUARANTEED.

Enrollment Form For Golden Plus Plan

*Available to residents of Metro Manila, Luzon and Visayas only.

Please send me my GOLDEN PLUS PLAN policy. I understand that this does not obligate me in any way and that I will have the opportunity to inspect my policy for up to 10 days before I accept it. I understand that the insurance will take effect when my policy is issued and I have paid my first premium during my lifetime.

(PLEASE PRINT)

Full Name _____
First Middle Last

Address _____
Number Street Town/City Zip Code

Date of Birth _____ Age _____ Male _____ Female _____

Beneficiary _____ Relationship to You _____

Spouse's Name _____
(If to be insured) First Middle Last

Date of Birth _____ Age _____ Telephone No. _____

Beneficiary _____ Relationship to Spouse _____

I/We wish to apply for the units of insurance checked.

	1 unit	2 units	3 units	4 units	5 units	6 units
Myself	☐	☐	☐	☐	☐	☐
Spouse	☐	☐	☐	☐	☐	☐

In case of premium default, I elect (check one box only):

Myself	My Spouse	
☐	☐	Automatic Payment of Premium Option
☐	☐	Cash Surrender Option
☐	☐	Paid-Up Insurance Option

In the absence of such election and should the premium due continue to be in default until the end of the grace period provided in the Policy, such premium shall be paid by a loan automatically advanced by the Company, subject to the Policy Loan and Loan Interest Provision of the Policy.

Applicant's Signature X _____ Spouse's Signature X _____
Date _____ Date _____

Send to:

GOLDEN PLUS PLAN MANILA BANKERS LIFE INSURANCE CORPORATION
TMBC BUILDING, AYALA AVENUE, 1200 MAKATI, METRO MANILA
TEL. NOS. 810-1012 • 815-0170

06-1029-AX

SAN MIGUEL CORPORATION

One of the world's most common ailments is also the least talked about.

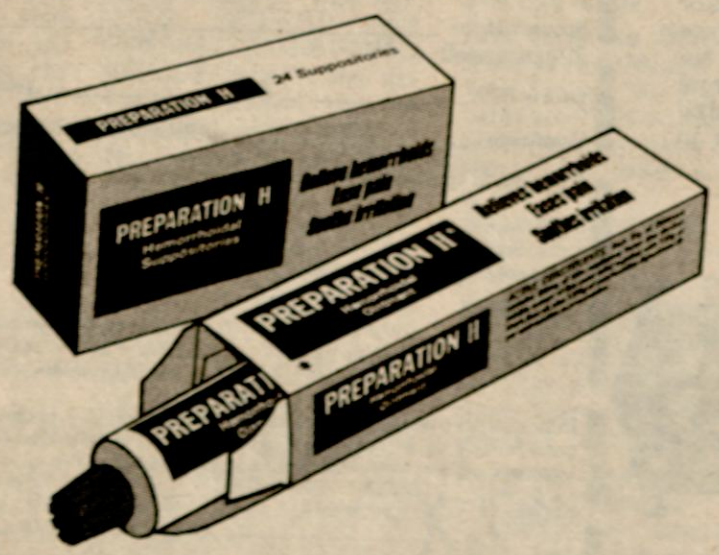
Consider this: an almoranas (hemorrhoids) sufferer, too embarrassed to discuss his ailment, is probably sitting beside another sufferer who is likewise taking the same ailment in silence.

Not too many realize that worldwide research shows that one out of five is going through the discomforts of almoranas. From itching to irritation to swelling of the anal tissues.

You'll be glad to know that countless people with almoranas for whom surgery is not indicated have gotten relief simply by using ***Preparation-H*** *ointment or suppositories.*

Fast-relief **Preparation-H** is popular worldwide and contains 100% natural active ingredients that effectively soothe and relieve the pain and itching of almoranas. And unlike other medications, **Preparation-H** is safe even for pregnant women because it contains absolutely no steroids.

So take the safe way to relieve almoranas symptoms. No embarrassment. Just **Preparation-H**. Available in all leading drugstores.



SOOTHES AND RELIEVES FOR HOURS

THE HEALING FIELDS

(From page 16)

the pulpit with Bishop Samuel Smith, secretary-general of the Apostolic World Christian Fellowship, who paid tribute to God's protection for Almeda in his dangerous crusade against communism.

His fierce anti-communism and his unabashed admiration for American-style democracy has led many people to wonder if the evangelist were not working for the CIA. However, Eric Baez, who did not become any less a nationalist when he joined the ministry, says there is absolutely no indication that the CIA has anything to do with the ministry.

In the days to come, there could be a shift in emphasis in Almeda's preachings because Divine Providence should be telling him by now that the greater menace is drug abuse that has fought on a crime wave. World communism is receding—there is little need to flog that dying horse. But criminality and vice, poverty and graft are something else.

These might have been what the evangelist had in mind when he told this writer: "The sufferings of our nation are not the fault of our leaders. They are probably the signs of the coming of the Lord. That is beyond the powers of man and even great leaders to solve. Every sector should try to solve its own problems. That, however, cannot be done through natural means, but only through the power of the living God. The greatest problem of man today is still how not to go to hell, how to go through the gates of heaven. We are now entering the millenium, a very dangerous time. But we can be real children of God with power to heal illness, and cast out demons. I appeal to all my countrymen to come and join this crusade of God."

Meanwhile the healing goes on. And if the members of the Jesus Miracle Crusade Ministry can only see these as miracles wrought in the name of their Lord, who are we to argue against faith?

JAMIL MAIDAN FLORES



penshoppe

SHIRTS

ETTER STORES NATIONWIDE•

Age Doesn't Matter If It Doesn't Show

Skin Facts

Young skin is smooth and firm. But with age, skin loses its elasticity because the amount of collagen, the substance that makes the skin supple, diminishes. The protein that maintains and protects the epidermis or the outer layer of the skin breaks down. Making it difficult for skin to retain moisture. Thus skin easily dries up. Wrinkles and other lines become pronounced especially in the corner of the eyes and mouth.

Enemies of the Skin

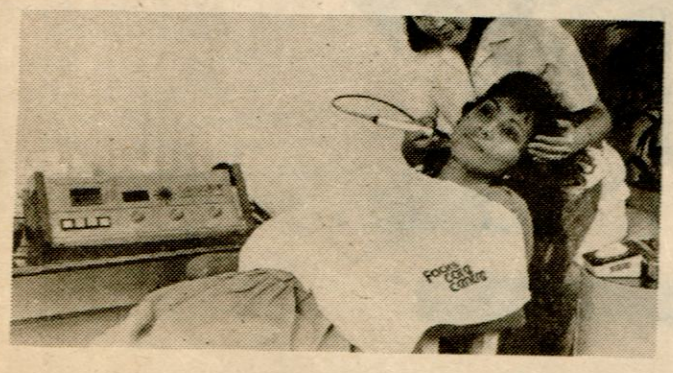
Ageing is not the sole culprit, though. As a professor of dermatology says, "...it is not the passage of time that results in (wrinkling), but unusual exposure to the sun." It is said that almost all aging skin changes are simply the result of chronic sun damage. But there are other threats to your skin you should avoid.

- *Extreme hot or cold temperature such as central heating and air conditioning*
- Fatigue/stress and lack of sleep make the face drawn, lines apparent and skin dehydrated and sagging.
- Crash diets and rapid weight loss or gain (also called the yo-yo syndrome)
- Heavy creams that clog the pores
- Pollution
- Smoking and drinking

Weapon Against Wrinkles

In the past, the only available solution to wrinkles was to go under the knife. It proved to be risky, expensive, and to most, too drastic a step to take.

But with the introduction of Lasertone by Facial Care Centre, countless individuals with wrinkle problem have found the safe and tested, natural and less expensive alternative to cosmetic surgery for facial beauty.



Lasertone is a softlaser beam specially designed for the treatment of the face and neck. It helps ease away wrinkles and sags for a youthful-looking skin. Lasertone also corrects dry flaky skin, oily skin and ugly marks that accompany these skin types.



The amazing work of Lasertone — firm, smooth skin with a youthful glow.

How Lasertone Works

The cool softlaser beam is passed over specific points on your face. The laser beam stimulates the formation of collagen which gives skin its elasticity.

Dead cells are shed off to give way to regenerated skin. The result: taut, smooth skin with a youthful glow. It's like you had a facelift-the natural way.

Guaranteed Results from Lasertone

Facial Care Centre's branches worldwide have made Lasertone available to men and women who now boast of young-looking skin.
They have these to say about Lasertone.
"The treatment is painless and relaxing."
"It made my sagging skin firm and my skin tone clearer."
"There is a definite improvement in the texture of my skin and a reduction of lines."
Don't let your age show. Visit Facial Care Centre now and see how Lasertone will work for you. Trust your skin only to the specialist.

Facial Care Centre

MAKATI: 5th Floor Solid Mills Bldg., dela Rosa cor. Adelantado Sts., Legaspi Village, Makati, M.M. (Behind Makati Medical Center)

817-3323 • 817-2818

ORTIGAS: 2nd Floor Hanston Bldg., Emerald Ave., Pasig, M.M. (Riverside Club Strata)

673-0674/75 • 673-6355

CEBU: 201-202 Avon Plaza, 80 Osmeña Blvd., Cebu City

70264 • 70109

FC 17R

Pacific Asian Advtg.

Truckers finally achieve unity

By LOUISE BELLE T. BATERNA

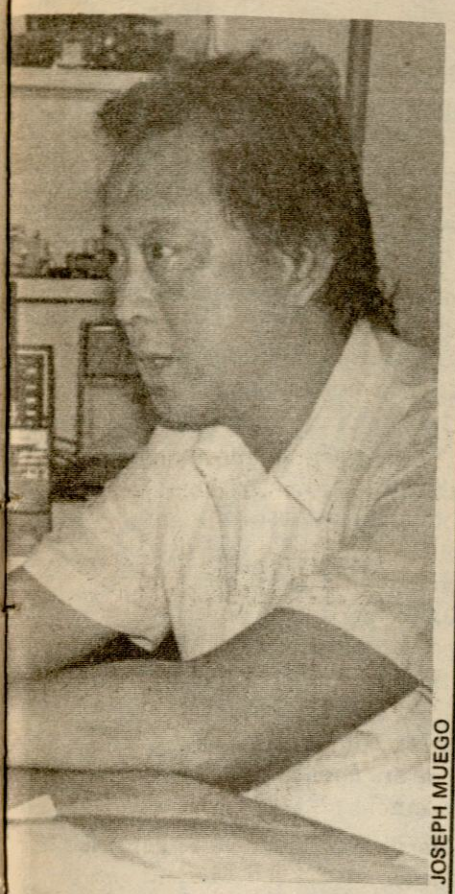
IN 1984, a group of determined truckers associations decided to go on strike if government decided to increase the registration fees of vehicles. It was no bluff. That period of the 80s were trying times for the country's plummeting economy and truckers were suffering from a declining volume in business coupled with the spiraling operational costs.

Quite simply, the truckers knew it was a bad time to implement Presidential Decree No. 1931, a law which prescribed an almost 250 percent increase in the registration and supervision of vehicles.

It was their own brand of "people power" that earned for them a three-month preventive suspension of P.D. 1931, the gratifying result of a meeting with then President Ferdinand E. Marcos at the Malacañang.

The spirit of that first collective effort inspired the formation of the Confederation of Truckers Associations of the Philippines, Inc. (CTAP). This umbrella organization of truckers associations is kept alive with the same united

Ramon V. Marzan: bringing the truckers together.



JOSEPH MUEGO

spirit. And their track record shows how well the 600 member trucking companies have worked together.

Joining forces in the CTAP are the Integrated Truckers Association of the Philippines (INTAPHIL), Haulers for International Liners Association (HILA), Manila North Harbor Truckers Association (MNHTA), Food Haulers Association of the Philippines (FHAP), Philippine Chamber of Arrastre and Stevedoring Operators (PCASO), Truckers Association of the Philippines, Inc. (HAPI), Public Utility Vehicle Operators of Cebu (PUVOC), Association of Haulers Trucks Operators of Northern and Eastern Mindanao (ANTHONEM), and the United Truckers Association of the Philippines (UTAPH).

"The main goal is to bring the truckers together in order to protect their interests, and help improve transport and cargo services," says CTAP president Ramon V. Marzan. In addition, CTAP has also worked to lessen the "uncomfortable" and "counter-productive" set-up in the ports.

CTAP aligns itself with trucking institutions like the

(Please turn to next page)



SUPER FAST
SUPER STRONG
MIGHTY BOND®
INSTANT GLUE



Mighty Bond - so powerful and fast-drying!
A single drop of Mighty Bond repairs metals, plastics, rubber, wood etc. -- all in a matter of seconds!
So anytime things break into pieces, use the super fast, super strong instant glue.
Mighty Bond.

FROM Pioneer®
No.1 in Adhesives

ALSO AVAILABLE IN 20 GRAMS BOTTLE

RCI
REPUBLIC CHEMICAL INDUSTRIES, INC.
HEAD OFFICE: 731 Aurora Blvd., Quezon City • Tel. 721-5781 / 70-90-22
CEBU OFFICE: Plaridel St., Alang-Alang, Mandaue City • Tels. 83364

Association of International Shipping Lines (AISL). Individual CTAP members have gained exclusive rights for contract hauling jobs with AISL members, a system that helped eradicate cut-throat competition posed by illegal truckers. CTAP is also the only Philippine transport organization enrolled as a full member of the international Road Transport Union (IRU), the Consultatory body of the United Nations Organization on transport matters.

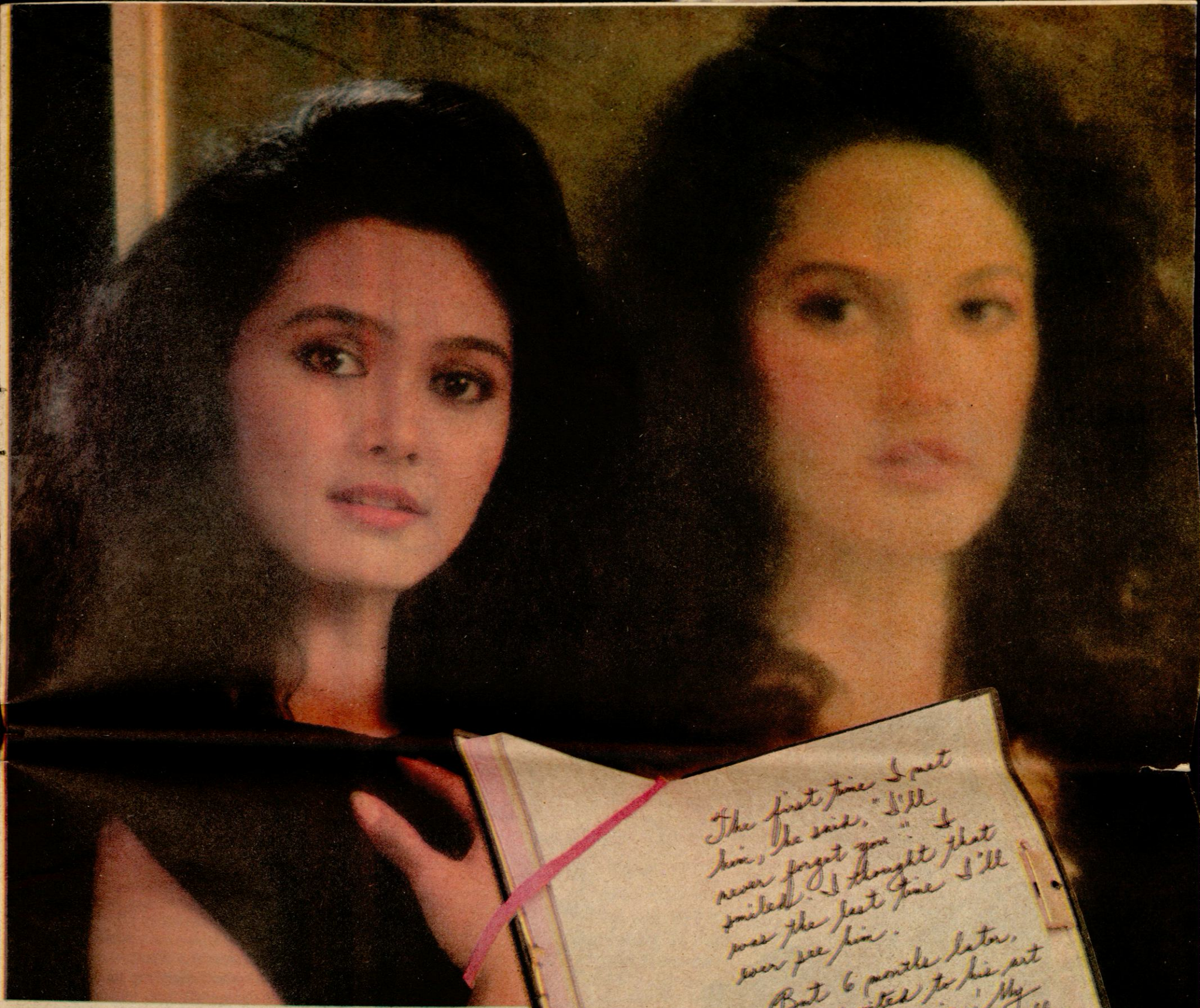
Through proper representations at the Bureau of Customs, the association has also brought about the reduction of the Land Carriers Bond from P50,000 to P20,000 per truck unit. It also signed an agreement with the Philippine Ports Authority (PPA) to hold regular seminars and training courses for drivers, operators and other truck personnel.

Marzan, president and general manager of the RV Marzan Int'l. Brokerage, Inc. and current president of the Federation of Customs Brokerage Companies of the Philippines, Inc. (FCBC-Phils.), disclosed that CTAP has sought government assistance to decrease the incidence of pilferage and cargo hijacking. There were 95 cases of hijacking in different parts of Luzon last year. Through solid cooperation with the Highway Patrol and the Western Police District, the figure for 1989 has greatly diminished.

Through diligent coordination with government regulating agencies, the confederation also effected the reduction of the truck ban in the main thoroughfares by one hour but, as Marzan said, "CTAP countinues to rally for the total elimination of the truck ban. The trucks are not the ones creating traffic congestion but the undisciplined commuters and jeepney drivers. There is a need to enlighten the riding public and for additional rail transport systems."

Indeed, the truckers are slowly inching their way to get recognition as an important sector of Philippine economy. The struggle continues and so are the countless problems that seem perenially hard to hurdle. Marzan, who started

(Please turn to page 34)



An unforgettable fragrance for an unforgettable woman.



BATH SOAP



TALCUM POWDER



ROLL-ON DEODORANT

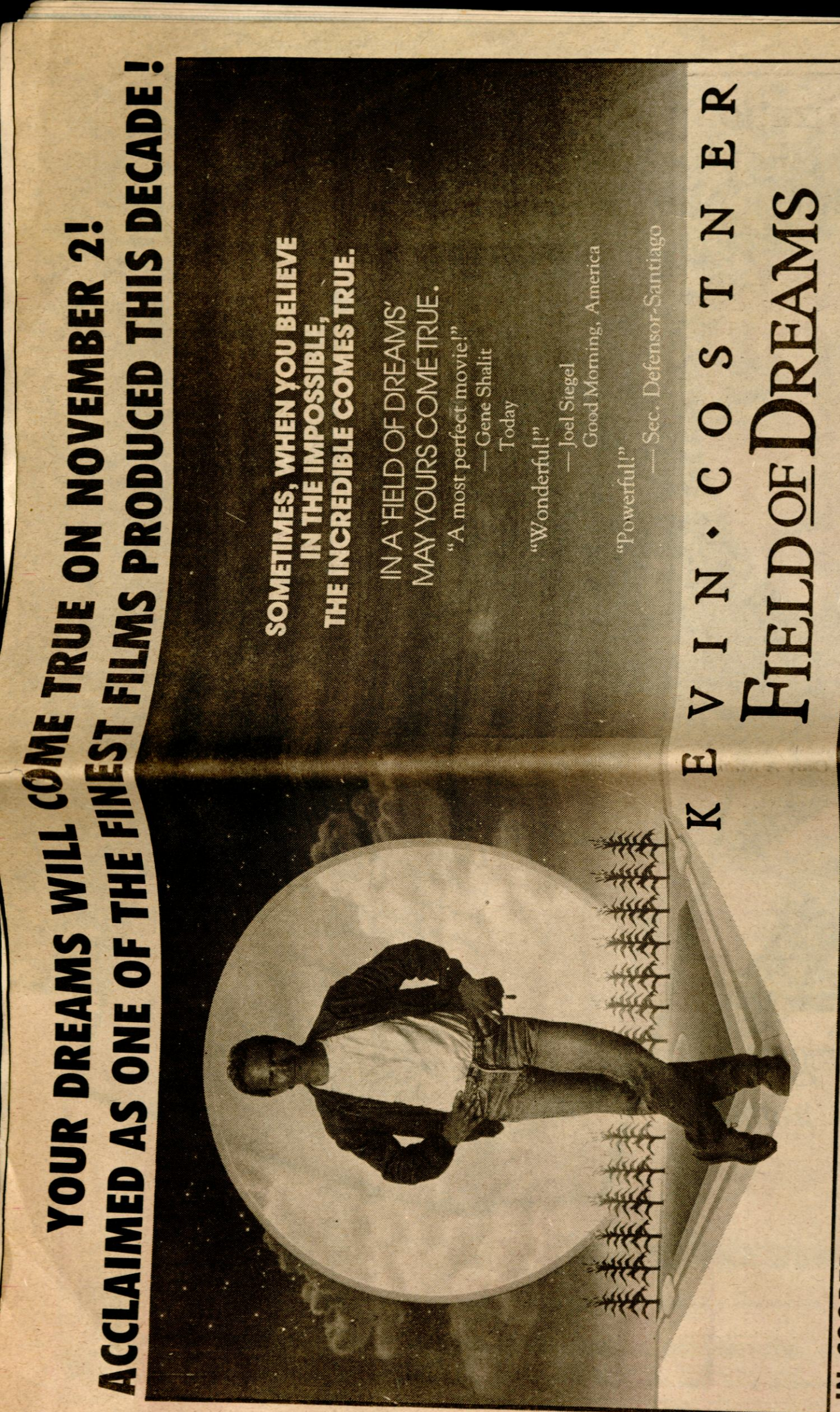


COLOGNE

New

The same unforgettable fragrance for your hair – Heno de Pravia Shampoo.





working in the ports as a trainee locator and cargo checker, cites the immediate dilemma: the high cost of equipment. For instance, the price of a six-wheeler re-conditioned prime mover from Japan has increased about 400 percent from 1984 to 1989. Trucking firms have also to contend with expensive imported spare parts or suffer with locally-available components (i.e. tires and engines) that are either of poor quality or are not designed to fit the big trucks.

"The sad fact," according to Marzan, "is that Chinese traders enjoy the monopoly of selling imported engines. We have appealed to the Department of Trade to assist the trucking industry in the procurement of imported spare parts and engines."

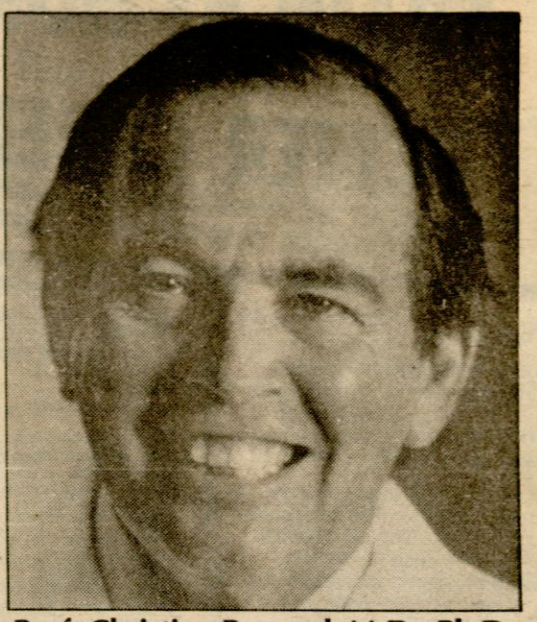
Recently, CTAP was accredited at the Bureau of Import Service's Inter-Agency Committee. Trucking firms can now directly import their requirements (and lower the cost by at least 30 percent) upon the endorsement of the confederation. CTAP has also sought representation in the Port Management Advisory Council, a venue for discussing the problems of truckers and other port users.

Marzan, a 1979 Customs Broker of the Year awardee, said that CTAP has endlessly urged government to assist them in establishing a truck re-conditioning center. This will greatly reduce maintenance, repair and operations costs.
CTAP also religiously bats for the deregulation of vehicles. All trucks being used for hauling freight should be considered trucks for hire, except the units being used solely for the owner's personal use. The aim is to eradicate illegal trucking operations and increase the government's revenues as much as P50 million pesos from the registrations fees alone.

The gloomy scenarios may give Filipino truckers a rough and tough road in their struggle for recognition and greater benefits. "But who is quitting? The race for better deals," says Marzan, "has just began." ●

The Fat Mobilization System By Marie-France Bodyline International

THE BEST WAY FOR YOU TO LOSE WEIGHT.



Prof. Christian Barnard, M.D., Ph.D.

Prof. Christian Barnard, M.D., Ph.D., the world-renowned heart surgeon, strongly warns against obesity. He says that excess body fat is not only unattractive, it can also cause high blood pressure, diabetes and heart diseases which can trigger death. He advises you to lose your excess fat and avoid these problems.

For over twenty years Marie-France has been at the forefront of weight-reduction technology. Their internationally acclaimed FAT MOBILIZATION SYSTEM (FMS), is today's "state-of-the-art" procedure for fast and easy weight loss. Women and men the world over have discovered new life-styles with the results of the FMS. There are other methods, but only the FMS makes it so quick, easy, and painless.

Marie-France brought FMS to the Philippines just over three years ago. Since then, people of all age groups, male and female, of differing heights and sizes, have been amazed at the way this truly advanced system works.

Many had given up hope. Many thought their particular weight problem was unlike that of other overweight people. They were skeptical of new technology — only to look at themselves in the mirror, just a few weeks after their first appointments, to see what could only be described as a "miracle!"

International Acclaim Seen As a Confidence Boost For the Hesitant And Unbelieving

There are always those who, when confronted with new technology, tend to be disbelievers. They just can't acknowledge that such results are possible. But fortunately, FMS has a proven track record, not only in the Philippines, but throughout the major fashion-conscious cities of the world. From Paris to Buenos Aires, Amsterdam to Singapore and beyond. FMS has helped remove unwanted fat from thousands of overweight people. Most importantly, no patient using the FMS system is subjected to hunger, exercise, pills or injections.

When Rebecca Rosario read how FMS had won international acclaim for safe, fast, and easy weight reduction, she dropped into a Marie-France clinic for a free appointment with an approachable consultant. She was shown around the ultra-modern facilities and learned about FMS in every detail. The very next day she started treatment and in just one week, from her original 117 lbs. (at only 5'1"), she was down 7 ½ lbs., and had shed 2" off her bust and 3 ½" off her waist. "Well," said Rebecca, "thousands of people all over the world can't be wrong. If FMS worked for them it'll work for me!"



It did, and today, after such an excellent start, Rebecca is well on the way to achieving her goal.

Significant Weight Loss With Only A Mini-Series of Half-Hour Appointments

The real beauty of FMS is the ease of treatment. After arranging a free appointment with one of their highly trained consultants, and if you like what you see, you book up for a series of treatments at times that suit you best — a minimum of three a week is advised. Obviously, the more treatments one has, the faster weight loss is achieved. But normally, after just a few weeks, you will start to see, and feel, FMS at work. You'll actually start to see the bathroom scales reading lower and lower, and "feel" those unwanted inches disappearing.



Dexter Tan, pictured here, was a cumbersome 217 lbs. when he first appeared at Marie-France. His social life was nil, had very few friends, and his self-confidence was at an all-time low. But then he saw an ad for FMS and phoned Marie-France for a free consultation. That was his first step and after just two months, with only three half-hour appointments a week, he had lost 27 ½ lbs., 7" off his waist, 5" off his buttocks, and 5" off his thighs. Today he's on the road to real recovery — he feels much healthier, and life's a joy again.

Treatment Is In Private At Marie-France's Modern and Professional Clinic

Marie-France places considerable importance on privacy for patients whether it be for the initial free consultation, or for the series of subsequent treatment appointments. Patients seldom come face to face with each other, although there exists a friendly atmosphere among people in a common problem.

FMS is a unique system which accelerates the body's biochemical process and enzyme activity. Without exercise, undue dietary restrictions, or any sort of medication, FMS can reduce pounds and inches from your most troublesome "fatty" areas in a matter of weeks.

Doctors Are Always Present To Watch Your Progress

Even though FMS is absolutely safe in every respect, Marie-France has qualified doctors nearby all the time. This is not just to monitor your immediate treatment, but to direct your future progress too. No two people are exactly the same, each requires personal attention to achieve the best results. At the end of your treatment, you leave with the right advice on "how to stay slim and trim."

Without Hunger, Exercise, Pills Or Injections

Probably the single greatest factor in the success of FMS is that the system uses no pills or injections, and there is no need for undue hunger or exercise. Many people who have used other methods of weight reduction have suffered unfortunate side effects such as irritations and other uncomfortable disorders. FMS does not interfere with the body's metabolism, and after the right amount of weight loss your skin is left clean, muscles firm, and those flabby areas significantly reduced.

Marie-France offers a Free Consultation With No Obligation

For people troubled with excess weight, the biggest step towards losing it is the first step. It's saying to yourself, "Okay, I'm fat, I don't feel good and I don't look good, and I'm going to do something about it." Then it's a simple case of picking up the phone and calling for a free, private appointment at Marie-France Bodyline. You'll see a friendly, understanding consultant who'll be honest and straightforward. You'll learn approximately how long you should have treatment before your desired weight is achieved. You'll discuss in detail, how FMS works and in particular what it can do for you. Most of all, you will leave with a great feeling that you have finally done something about a problem that's never going to get better on its own.

If you'd like to make the first step, call Marie-France Bodyline International now. You've got nothing to lose — except unwanted fat!

Marie-France Bodyline International

Makati: 7th Flr., Solid Mills Bldg., Dela Rosa cor. Adelantado Sts., Legaspi Village, Makati, M.M. (Behind Makati Medical Center)

TEL: 816-2563 • 867-631

Ortigas: Ground Flr., Hanston Bldg., Emerald Ave. Pasig, M.M. (Beside Club Strata)

TEL: 673-0691 • 673-6354

PSL 37 R

© Topaz Business Services Ltd. U.K.

TRAIN AT HOME FOR A BETTER CAREER

HERE ARE 45 WAYS ICS CAN HELP INCREASE YOUR KNOWLEDGE AND IMPROVE YOUR LIFE.

An Ideal Way to Learn.

ICS graduates say they like home study because it's so convenient. You can go as fast or slow as you want. You waste no time travelling to and from class. You never have to be absent from work.

Your diploma is given for what you learn not for what you memorize. We send study materials to your home. You decide when you are ready to take each "open book" exam, a method proven so successful that it's now being used by major colleges in the U.S.

Send for free facts and find out what career training in the field of your choice could do for you — no obligation to buy anything now or ever.

CPA REVIEW

If you plan to take the CPA exams but do not have the time for formal classes, do it on your own — through the ICS method. Comprehensive. Complete. Provides adequate preparation. Mail coupon for free information.

Write to: ICS Dept 9A05 Box 479 GPO, Greenhills 1502 San Juan, Metro Manila
or visit: Rm. 203 Alcco Bldg., Ortigas Ave. Greenhills, San Juan, Metro Manila
Tels. 722-1511 • 722-1537 • 721-8110

HOW CLOSE ARE YOU TO ACHIEVING YOUR LIFE'S GOALS?

To find out, please check box and we shall send a self-administered evaluation with the information on the ICS course you want

ICS DEPT. 9A05 BOX 479 GPO, GREENHILLS 1502 SAN JUAN, METRO MANILA

Please send free & full information on course/s marked X.

- ☐ Advanced Management
- ☐ Architecture
- ☐ Automobile Diesel-Gas Mechanic
- ☐ Automobile Electrical Systems
- ☐ Automobile Master Mechanic
- ☐ Basic Commercial Art
- ☐ Business Administration
- ☐ Civil Engineering
- ☐ Combined Dressmaking/Pattern-Cutting And Designing
- ☐ Complete Programming
- ☐ Computer Engineering
- ☐ Computer Fundamentals & BASIC Programming
- ☐ Computer Information Systems
- ☐ Computer Technicians
- ☐ CPA Review
- ☐ Effective English
- ☐ Electrical Engineering
- ☐ Electronics Engineering
- ☐ Electronic Instrumentation & Control
- ☐ Electronic Service Technician
- ☐ Executive Secretary
- ☐ Freelance Journalism & Short Story Writing w/ Introductory English
- ☐ General Electronics w/ Equipment Training
- ☐ High School
- ☐ Hotel/Motel Management
- ☐ House Planning & Interior Design
- ☐ Industrial Electronics
- ☐ Industrial Instrumentation Technology
- ☐ Interior Design
- ☐ Introduction to Microprocessors
- ☐ Marketing Management
- ☐ Mechanical Engineering
- ☐ Microprocessor Applications
- ☐ Practical Accounting
- ☐ Practical Electrician w/ Equipment Training
- ☐ Practical English
- ☐ Public Accounting
- ☐ Radio, Audio & TV Servicing
- ☐ Refrigeration & Air Conditioning
- ☐ Running Your Own Business
- ☐ Shorthand Typing & Office Practice
- ☐ Small Business Owners
- ☐ Television & Radio Servicing w/ Equipment Training
- ☐ Television, Audio & Radio Engineering
- ☐ TV Video & Hi-Fi Servicing

NAME_____

ADDRESS_____

_____ AGE_____

MEMBER: PANA Truth in Advertising

REACH, INC.

THE CITY THAT . . .
(From page 10)

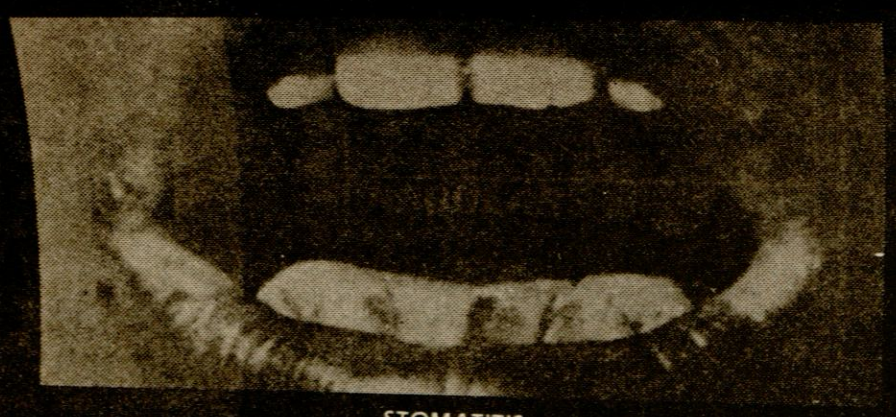
government—that will link these municipalities with each other and with Quezon City. This, he says, is one way to decongest Metro Manila.

WHAT SETS Quezon City apart from other cities? Mayor Simon says it is the only city in the country that has an office that formally conducts liaison with the private sector so that they may help improve local government units. It has an economic development board that is trying to put up industrial estates not only in Quezon City but in adjoining municipalities. One industrial estate is already going up in Quezon City; this should create a lot of new jobs. "We are the only city with an Urban Poor Affairs Office," he says. "That office was there seven months before the creation of the Presidential Commission on the Urban Poor. We have an Industrial Relations Office that conducts dialogue with about 200 local unions based in Quezon City. We don't know how many strikes we prevented through our communication lines with the workers, but we did. We have a Social Housing Department. I believe we have reached a construction rate of 300 housing units a month.

Quezon City, the city that President Manuel L. Quezon envisioned to be the housing site of the working class, is unique too because of its sheer expanse. Fairview has an area bigger than Pasay City. Batasan Hills and Barangay Commonwealth cover an area bigger than Makati. Area-wise, it is 25 per cent of Metro Manila. In view of this, Mayor Simon felt that he had to multiply himself, and this he did by sharing the powers of his office to 24 area "mayors." "*Magkakaroon po tayo ng* line authority all the way down to the *purok* level *dito sa* Quezon City," he says.

And soon it will be the

FACTS ABOUT MOUTH SORES.



STOMATITIS (SINGAW)

THIS CAN HAPPEN TO ALMOST ANYONE.

WHAT IS STOMATITIS?
Stomatitis is the inflammation of the mucous membrane. It is characterized by ulceration and cracks at the corners of the mouth and pain to some extent.

WHAT HAPPENS IF STOMATITIS IS IGNORED?
When not properly treated, the inflammatory condition might worsen and may eventually lead to serious infection.

WHAT CAUSES STOMATITIS?
Stomatitis is one of the secondary symptoms of several diseases. And is caused by irritating substances such as tobacco, spices and inadequate oral hygiene.

HOW CAN STOMATITIS BE PREVENTED?
To prevent the progression of this mouth disorder, a regular dental check-up is highly recommended. Likewise, the vigorous rinsing of the mouth and the correct way of brushing the teeth immediately after eating are surefire ways of preventing Stomatitis. For early signs of Stomatitis, use the medical preparation proven to act fast on mouth sores. PYRALVEX.

Pyralvex®

Your home remedy for oral problems.

Available at all Mercury and leading drugstores nationwide.

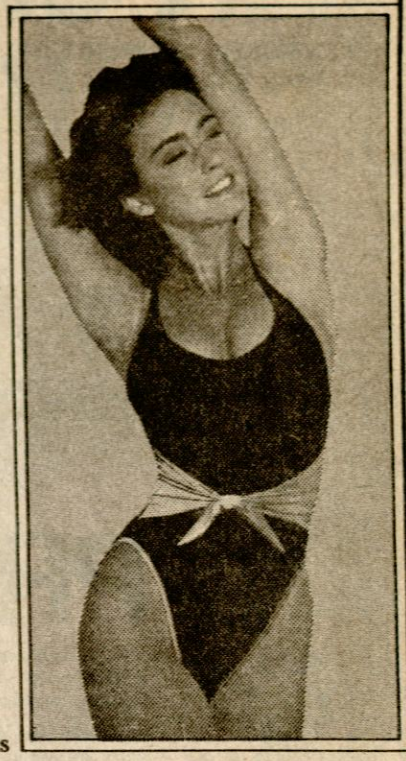
only city in this country with an income of over a billion pesos. "The budget of the city next year," he says, "will be P1.1 billion, a big jump from the P600 million this year." No magic involved here. "We have a tax credit program," he explains. "We will invite the businesses and industries based in the city to pay in advance their taxes for 1991 and 1992. In exchange they will be allowed to pinpoint the infrastructure that they would like to be developed. That way they know exactly where their tax money is going." But what will happen in 1991 and 1992, will City Hall be asking big business to pay its 1993 and 1994 taxes in advance? "No problem," he says. "We are having an inventory of idle city properties. We could lease them out on a long-term basis." Other innovations being considered: local tax account numbers for more efficient tax collection, and business license plates to indicate business outfits that have paid their taxes.

Quezon City is beginning to really work. It could become, says Mayor Simon, the model for the rest of Philippine society. All it needs is some discipline on the part of its citizens. But there is a lot of negativism going on—in the effort to regulate smoking and do away with smoke-belching vehicles, in the anti-jaywalking drive, in the campaign against lewd shows. When the President appeals against hoarding, people hoard. When the MMC designates a place as a no-unloading zone, there the public vehicles unload. Jeepney and tricycle drivers still overcharge, and people still spit in public places, and piss where they shouldn't—in some cases right in the middle of Quezon Blvd.

If we could overcome that, he says, this nation could be whatever it wants. Just a little more discipline—is that too much to give to our city, and for that matter, to your country? ●

BEHOLD!

Entrust Your Beauty Only To The Specialists.



At SLENDERELLA, we respond with utmost care and attention while you realize the true essence of beauty.

With a complete range of technologically-advanced facilities, each comprehensive skin and facial care therapy is supervised by a team of competent cosmetic surgeons and dermatologists headed by Dra. R.M. Baula.

- Hair, Nail and Skin Diseases (pimples, acne treatment)
- Facial Surgery (nose lift, slit eye, eyebag, face lift, lip reduction and cleft chin)
- Dermabrasion (chemical & mechanical)
- Excessive Underarm Sweating
- Scar Revision (face & legs)
- Bust Lifting & Augmentation
- Hair Transplant
- Lipo Suction & Body Contouring
- Wrinkles of face and hands
- Permanent Eyebrow and Eyeliner
- Unwanted Moles
- SMALL LEG VEINS VARICOSITIES

At SLENDERELLA we strive for perfection You get satisfaction.

WE ALSO ACCEPT MAJOR CREDIT CARDS

FOR MEN & WOMEN

Slenderella Skin & Plastic Surgery Clinic

Mezzanine Flr., UCPB Corozet Bldg., Aurora Blvd. Cubao, Quezon City Tels. 922-2806 • 922-8656 to 57

104 Comtrust Arcade Nepo Mart, Angeles City Tels. 4574 • 91805

1026 Shopping Arcade, Inc. Pasay Rd. San Lorenzo Village, Makati, M.M. Tels. 816-3203 • 816-3204

Pyralvex®
SOLUTION
Your home remedy for oral problems.



Pyralvex contains anti-inflammatory and anti-bacterial ingredients that penetrate deep into the mucous membranes of the mouth and throat.

Just brush the solution on the inflamed area. And Pyralvex immediately relieves pain, reduces the inflammation, and stops the infection.

Pyralvex is proven effective in the treatment of Stomatitis **(singaw)**, Gingivitis **(namamagang gilagid)**, and Periodontitis **(sakit sa gilagid)**. No wonder, Pyralvex is used worldwide.

Now available with built-in brush for convenient and painless application.



If symptoms persist, consult your dentist.

Distributed by:
CENTRAMED S.A.— ZUELLIG PHARMA CORP.
Under license from Norgine Ltd., Oxford, England

IN CASE OF EMERGENCY,



PRESS.

Hirudoid (Mucopolysaccharide Polysulfate) works beneath the skin to heal bumps, bruises, mild burns, scars and swellings quickly!

Hirudoid also relieves tired legs, even prevent varicose veins.

Made in Germany

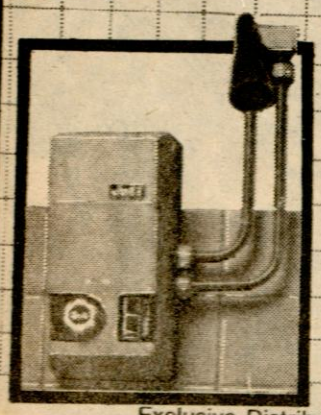
Mucopolysaccharide polysulfate

Hirudoid® heals in a hurry.

Available at all Mercury Drug outlets and leading drugstores.
Exclusively Distributed by: IOMED INC.

Some Like It Hot !





Jett Water Heater

- Heats water in three seconds
- Saves more energy
- Is safe from electric shock

Jett

ELECTRIC WATER HEATERS

"No Bathroom is Complete Without It."

Exclusive Distributor: **Jett MARKETING CO.**

67 P. TUAZON BLVD., CUBAO Q.C. • 78-69-11/12; 79-57-21/31

Now Available at: **BAGUIO,** Suite 310 G.P. Shopping Arcade Upper Mabini (51-86) **ANGELES,** S.T.O. Const. 1734 Aurora Drive, Villa Teresa Angeles City • Tel. 9-20-93

VISIT OUR SHOWROOMS:

PARAÑAQUE, Rm. 5, Twin & D Bldg., Sucat • **ARANETA CENTER,** AUTO CENTRO, Gen. Romulo, Tel. 922-1058 • **CALOOCAN,** 542-B, Edsa cor. Biglangawa • **MAKATI,** 33-B, Bangkal, Edsa, Tel. 833-9784 • **VALENZUELA,** 46-I, S.T. Apt., MacArthur Hi-way • **PASIG,** 39-E, Pasig Blvd., cor. Sgt. Pascua, Bagong Ilog • **NOVALICHES,** Quirino Hi-way, cor. Villaflor Subd., • **SAN PEDRO,** Door 6, Dña Trining Bldg., Nat'l Hi-way

NOTHING PERSONAL

by Menchu A. Sarmiento

Spirits in the material world

RIGHT after the funeral, the society matron's children, fine young strapping adults all, rushed to open the safe where she kept her valuables. They had the right combination and the key but the safe remained as closed as, well, a grave. Nine days later, the eldest daughter was able to open it quite easily. It was as though their late mother had been gently reproaching them earlier for their unseemly haste.

Those who think of themselves as sophisticated and worldly-wise consider the beliefs of the simple folk childish. Rituals venerating the dead which they faithfully practice in keeping with proper etiquette are neither orthodoxly Christian nor cosmopolitan but as pagan and primitive as offering blood sacrifices at the start of a new business enterprise.

The practice of keeping watch and constantly praying over the newly deceased for a given number of days harkens back to ancient beliefs that the soul was still hovering about its familiar earthly haunts. Evil spirits might steal and eat the true corpse, replacing it with an almost perfect clone—you could tell it was actually a banana trunk in disguise, the wise ones said, because it lacked fingerprints and a philtrum. Why the loss of a corpse should seem so dreadful can only be understood by realizing that to the Filipinos, the decomposing bodies of their loved ones are never just dead "things." Which is also why we fete our dead. We do not deny them the honours and pleasures of the table even when they appear to be no longer with us.

But then, traditionally, Filipinos go on behaving as if the dead were always around. Notions of heaven and hell, separate places still closed to the living, were imposed by the foreign missionaries. Devout Catholics continue to have special masses said for the dead when they dream about them, believing that even in the afterlife, they continue to keep in touch, to be concerned about our present affairs, to go on meddling as ancient and infuriating but beloved relations do.

Whether these are childish superstitions or not, they continue to be standard practices and beliefs in poor barrios as well as high rent villages. But then, what do the little children think of death when they do think about it?

"I don't want to be an angel when I die, or go to heaven," the four-year-old nursery schooler cried in dismay. She liked herself and felt that she was perfect just as she was. "I just want to go on being myself and I want to stay right here."

"You get all bloody and then you turn into a flower then you grow wings and turn into a butterfly," the three-year-old who had never had any religious instruction opined. In her world, everyone and everything was in a natural state of constant metamorphosis and flux.

"I think we're all just robots in a game that God is playing," the five-year-old videohead said. "But I can't imagine how this game is going to end." ●


"You too can be an Eskinol Girl like Cherry Pie, Vivian, and me."
If you want to have beautiful, flawless skin like we do, try Eskinol Facial Lotion. Eskinol can make your skin clearer, fresher, fairer, and pimple-free — like ours. With Eskinol Facial Lotion, you too can be an Eskinol Girl — like us!
Eskinol
LECITHIN
Eskinol
FACIAL LOTION
For a clearer, fresher, fairer skin.

[ixi:z]



SCENE 1



SCENE 2



SCENE 3



SCENE 4



When you play the role... Dress the part.

Exclusively Available at

SM

Boutique Square Makati • Harrison • Cubao • North Edsa