COPY I

Q.C. PUBLIC LIBRARY
LOCAL HISTORY

QUEZON CITY TODAY

PAG - AARI NG AKLATAN LUNSOD
Main Library, Quezon City



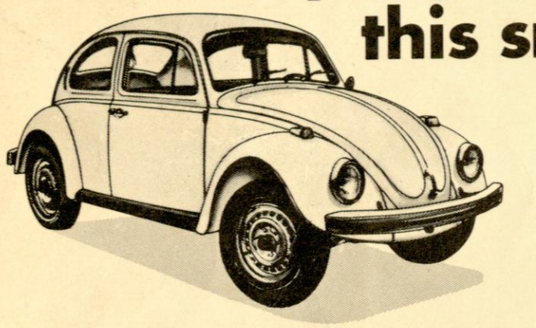


37th FOUNDATION DAY
SOUVENIR MAGAZINE
12 OCTOBER 1976

QC Barangay Directory
Map of the QC.

Now here! The VW 1300S.
Newest in the VW 1300 series. At all authorized VW dealers.

Some people still belittle this small car.



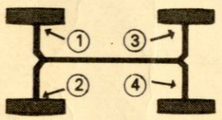
Chances are they know so little about it.

BIG LONG-DISTANCE WHEELS

The Volkswagen's 15" wheels are bigger than those of other small cars. With bigger wheels, you get less wear and tear, longer tire life, less engine strain and greater braking surface.

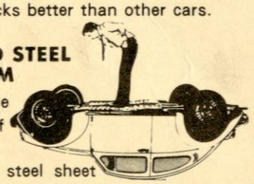


FULLY INDEPENDENT SUSPENSION



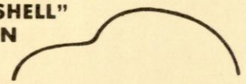
Each of the VW's four wheels go up and down (depending on the road condition) but the car itself remains ever steady. This is why the VW can swallow road shocks better than other cars.

SEALED STEEL BOTTOM



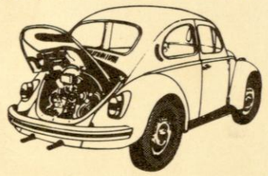
At the bottom of the VW, there's a steel sheet that seals and protects the VW's control systems and cables from harmful objects on the road. Most cars don't have this protection.

AERODYNAMIC "EGGSHELL" DESIGN



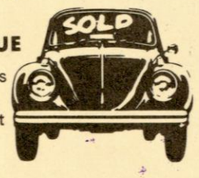
The VW's passenger compartment is formed like an eggshell. It gives the VW an aerodynamically streamlined shape, allowing sustained top speeds of 120-130 km/h. It also maximizes passenger safety. (You're familiar with the rigid packaging design of the eggshell, one of nature's wonders.)

AIR-COOLED REAR ENGINE



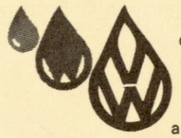
The VW engine is superior in two ways. One, it's aircooled. You don't have to worry about the radiator boiling over: there's no radiator, no water to boil. Two, it's rear-mounted. The engine is directly over the driving wheels. Giving maximum traction.

HIGH RESALE VALUE



The VW has a higher resale value than most cars. The VW's durable design (which incidentally never goes out of style) makes its market value go up rather than go down, even after years of use.

VOLKSWAGEN ECONOMIX



With every VW comes Volkswagen Economix. Made up of fuel and money-saving things like: a regular gas diet (an average of 17 kms./liter), an unlimited mileage warranty, reliable VW PRO Service, readily available VW parts, and the most extensive dealership network (26 dealers nationwide) in the country.

Some people still don't know all these virtues of the Volkswagen that have made it the most popular car in the world.

It's sold in over 140 countries and 27 million people have already invested in it (40,000 in the Philippines).

Some people just don't know what they're missing.

If they only knew.

Convenient financing plans available at all authorized VW dealers.

Few things in life work as well as a Volkswagen.

DMG

Save energy. Save yourself! ENERCON

P1

LINK (LAPPIS)

Q.C. PUBLIC LIBRARY
LOCAL HISTORY

QUEZON CITY

From humble beginnings, it has metamorphosed into a bustling metropolis where now lies the seat of a priceless heritage

The history of Quezon City is a tale of progress, of growth, of development, of struggle, and of promise.

From a hilly valley east of Manila 37 years ago, it has metamorphosed into a bustling metropolis, the capital city of the country till recently.

Quezon City literally sprung from humble beginnings. Its first settlers, so to speak, were laborers and low-salaried employees who were afforded homelots in Barrio Obrero, now known as Kamuning District.

OUR COVER

The new, 14-story city hall edifice forms an imposing backdrop to the towering Quezon monument in the Quezon Memorial Circle. The giant monument, which houses a rare collection of Quezoniana items, has emerged as one of the city's major tourist attractions. A contingent of ROTC cadets (left), march in formation past the Andres Bonifacio monument in Balintawak on the occasion of the celebration of the death anniversary of the Great Plebeian.

CONTENTS

Capsule history of the City . . . . . 1 – 2
Income trend 3
Business outlook . . . . . 9 –10
The new Lady Mayor. . . . . .11 – 12
Tourism potentials . . . . . .19 – 20
Metro Manila integration . . . . . .24 – 25
Barangay directory 39
Pilipino . . . . . 41 – 42
Sanggunian directory. 43

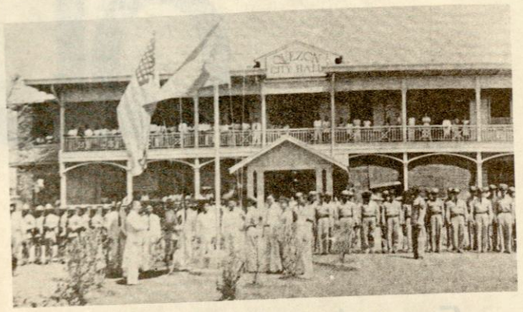
Prepared by the Quezon City Press Club in cooperation with the 37th Foundation Day Committee of Quezon City.

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY

Q.C. PUBLIC LIBRARY
LOCAL HISTORY



The new QUEZON CITY HALL



QUEZON CITY HALL, circa 1939

. . . from a one-door, two-story affair to a 14-story super- structure

It is today an animated picture of endless quest for progress. Behind the traffic jams and congested commercial areas, as well as its seemingly limitless vast open areas aching for development, lies the seat of a priceless heritage.

The rice paddies on its wide, open tracts of agricultural lands have given way to bristling commercial centers, industrial plants, residential communities, hospitals, schools, government complexes, buildings, military compounds, parks, and other features of a modern city.

Despite this development and construction, Quezon City remains liberally endowed with green belts, open spaces and fresh climate. One only has to go to Diliman, to the Quezon Circle or to the University of the Philippines campus to prove this. Of the four Metro Manila cities, it is the least threatened by pollution.

Its population of 57,880 in 1939 has burgeoned to an estimated 1,025,507 residents. Its districts have multiplied from 5 to 21: Central, Roxas, Galas, Santol, Cubao, New Manila, Murphy, Diliman, Sta. Mesa Heights, San Jose, La Loma, San Francisco del Monte, Quadrangle, Bagong Buhay, Balintawak, Tandang Sora, San Bartolome, Novaliches, Capitol, Kamuning, and Quirino.

From an original land area of 7,300 hectares, it has expanded to 15,159 hectares as against Manila's 3,704 hectares. It is the largest of the four Metro Manila cities. As envisioned by national planners in the early part of this century, Quezon City has absorbed much of the spill-over of Manila's urban growth.

President Manuel L. Quezon's concern for the less privileged led to the establishment of Barrio Obrero. An initial 439 low-cost houses were built on 100-square meter lots and subsequently raffled to employes who then paid installments for as low as ₱8.00 a month.

With Barrio Obrero completed, President Quezon, in his message to the National Assembly on September 18, 1939, recommended official recognition of the city; on October 12, 1939, it was signed into law.

After assuming the functions of mayor for a short while, President Quezon turned over the reins of city government to Tomas Morato who served till the outbreak of war in 1942. It was then that Quezon City was made part of Greater Manila.

Quezon City regained independent political existence as a city on January 2, 1947 under President Manuel Roxas. On July 17, 1948, President Elpidio Quirino signed Republic Act No. 333 making Quezon City the capital of the Philippines.

Since then, the mayorship of the city has passed on from Ponciano Bernardo, Nicanor Roxas, Ignacio Santos Diaz, Norberto Amoranto, to the incumbent mayor, Mrs. Adelina Rodriguez.

In 37 years, it has become a city not only residents, but the broader Filipino people, can be proud of.

QUEZON CITY PRESS CLUB

CHARTER OFFICERS
1976-1977

President
Mel Parale
Daily Express

Vice-President for Print
Arnold Atadero
The Evening Post

Vice-President for Broadcast
Jun Bautista
Channel 7

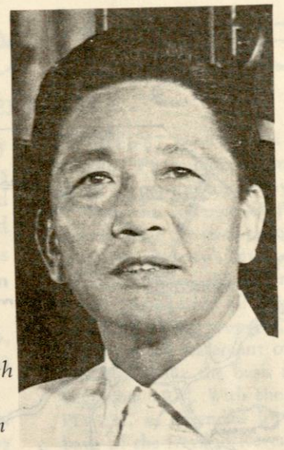
Secretary-Treasurer
Antonio C. Modena
Times Journal

Auditor
Jesus S. Diaz
Times Journal

Directors

Tony Antonio Bulletin Today	Nick Legaspi PNA
Jose Burgos Metro Mail	Sel Baisa DPI
Nap Pineda Channel 7	Lino Sambo Channel 4
Ros Olgado Balita	Johnny Vergara Channel 9
Orly Ortiz Evening Post	Fred Gabot Evening Express

The City income where



President MARCOS



The FIRST LADY

In this profoundly social century, the wealth of the few, like the power of the few, is a violence on the poor; it becomes, when exercised irresponsibly, a new barbarism. Just as power can be democratized by popular representation, free speech and other free institutions, private wealth should be democratized by regulation for the worthy ends of human society.

We envision, therefore, a new society in which equality of opportunity is not a fraud but a fact. An oligarchic society may sincerely believe in equality of opportunity but so long as there is a wide economic gap, the opportunity does not in fact exist.

When we proceed from this premise, everything else follows: the radicalization of society begins.

— *President FERDINAND E. MARCOS*
in his book, Today's Revolution:
Democracy

To live is not just to suffer but to suffer with our fellowmen. This is the meaning of sacrifice in the Christian and humanist traditions. We are wrong to indict mankind because the true man who preached love was crucified, or another who loved wisdom was made to drink hemlock. All of us have crucifixions, our hemlocks. But these can never dissuade us from our true vocation as human beings: the acts of love which justify God's creation.

I do not believe that anyone of us could be happy in a loveless society. But we can only begin to have a compassionate society through our individual feelings, thoughts, and deeds. The compassionate society starts from within the heart of a human being.

— First Lady, Mrs. IMELDA R. MARCOS
in her speech, The Compassionate Society, delivered at the Philippine Normal College on Sept. 3, 1973

Map of QUEZON CITY

Showing
Existing & Proposed
Road Systems
Scale 1:40,000



TWENTY ONE DISTRICTS

1. Galas
2. Santol
3. Sta. Mesa Hts.
4. La Loma
5. San Jose
6. Sn. F. del Monte
7. Roxas
8. Kamuning
9. Central
10. Quirino
11. Bago Bantay
12. Cubao
13. Murphy
14. New Manila
15. Diliman
16. Quadrangle
17. Balintawak
18. Tandang Sora
19. Sn. Bartolome
20. Novaliches
21. Capitol

PAG - ... NG AKLATAN LUNSOD
Main Library, Quezon City

The City income– where it goes

By MEL PARALE

The income of Quezon City has increased by about 350 percent over the past 10 years. If that is to be an indicator, the city's economic growth could well be on the steady road to reach unprecedented levels in the years ahead to live up to projections that it would one day be a major economic hub in the country.

From a measely ₱27 million registered in 1966, the city's income rose to an all-time high of ₱90 million in the Fiscal Year 1975-76.

The major sources of income are from municipal licenses, real estate tax and internal revenue allotments as listed by Acting City Treasurer Anselmo O. Regis in a report submitted to the Metro Manila Commission recently.

It is interesting to note that in the six years immediately before the declaration of martial law under Presidential Proclamation 1081, the city's income had literally increased at snail's pace. This was borne out by findings that from FY 1966-67 to FY 1971-72, the city's income increased only by ₱8 million, from ₱27 million to ₱35 million, or about 21 percent for a six-year period.

With the issuance of Presidential Decree No. 76 immediately after the declaration of martial law in the latter part of 1972, the city's income went up by ₱13 million, or an increase of about 37 percent in a year's time alone.

PD 76 required all persons, natural or juridical, owning or administering property, including improvements thereon, to file sworn statement of the true value of such property. This was made the basis for payment of real property tax beginning 1974. With the promulgation of another decree, PD 231, as amended by PD 426 – which was made the basis of the Revised Revenue Code of Quezon City in 1974, the collection further soared to ₱60 million the following year.

For the next three years, the city income was to establish a steady rise to reach ₱90 million in FY 1975-76, the highest in the city's history.

(Turn to page 46)

QUEZON CITY ANNUAL INCOME TREND FOR A PERIOD OF TEN YEARS

INCOME	1966-67	1967-68	1968-69	1969-70	1970-71	1971-72	1972-73	1973-74	1974-75	1975-76
(Million)										
92										
90										
88										
86										
84										
82										
80										
78										
76										
74										
72										
70										
68										
66										
64										
62										
60										
58										
56										
54										
52										
50										
48										
46										
44										
42										
40										
38										
36										
34										
32										
30										
28										
26										



President Quezon
... first mayor
OCT 12, 1939 - NOV 4, 1939



Tomas Morato



Nicanor Roxas



Ponciano Bernardo



Santos Diaz



Norberto Amoranto



Mayor Adelina S. Rodriguez

Quezon City Mayors, past and present

Since it was established on Oct. 12, 1939, Quezon City has had seven mayors: Manuel L. Quezon, Tomas B. Morato, Ponciano Bernardo, Nicanor Roxas, Ignacio Santos Diaz, Norberto S. Amoranto and now Adelina S. Rodriguez.

What have been the contributions of the seven to the development of the city?

Manuel L. Quezon, of course, was the President of the Philippine Commonwealth when the city was created. He was, in fact, its father.

At the beginning, however, he intended only to put up a housing project for the laboring class, a desire which sprung from his deep sense of social justice. This led to the creation of the People's Homesite and Housing Corporation on Oct. 18, 1938, with the newspaper publisher, Alejandro Roces, a close friend of the President, as general manager.

One morning, at breakfast, Roces urged Quezon to purchase a portion of the huge Diliman Estate where the projected housing project for the working class could be erected. This led to the purchase, at five centavos per square meter, of 1,572 hectares of the landed property. The land was subdivided, and a portion, now Kamuning, was set aside for the workers' low-cost houses. Thus was born Barrio Obrero, the first government settlement project in the entire country.

It was after the establishment of Barrio Obrero that Quezon began considering the creation of a new city. Looking into the future, he visualized that Manila, in a few years, would outgrow its boundaries, thereby necessitating the setting up of a new community where the spill-over population could move to and where, eventually, a new capital of the country could be fashioned.

Through Quezon's initiative, the National Assembly enacted Commonwealth Act No. 503, otherwise known as the charter of Quezon City. The President signed the bill into law on Oct. 12, 1939, a date which has since been observed as Quezon City's foundation day.

From Oct. 12 to Nov. 4, 1939, Quezon discharged the duties of city mayor. He had appointed Tomas B. Morato, a close friend and then mayor of Calawag, Tayabas, but Morato was unable to assume the position immediately—possibly due to pending matters in Calawag—so the President had to direct the new city's affairs.

It was only on November 5 that Morato was able to take over the functions of executive of the new city.

The new mayor took over where Quezon left off, continuing the task of setting up the city government. In this function, he was assisted by a staff composed of Pio Pedrosa, as city treasurer; Emilio Abello, city attorney; Jake Rosenthal, city assessor; Perfecto Palacio, municipal judge; Amado Amador, CFI judge; Damian Jimenez, secretary to the mayor; and Capt. Sabino de Leon, chief of police.

When the Pacific War broke out, Quezon decided to incorporate the new city into what was known as Greater Manila. Thus, during the Japanese occupation, Quezon City ceased to function as an autonomous political unit.

After the war, the city was recreated. Ponciano Bernardo was appointed city mayor by President Manuel L. Roxas. When Roxas died of a heart attack at Clark Air Base and Vice-President Elpidio Roxas became Chief Executive, Bernardo continued as mayor of Quezon City.

The mayor, however, was with the party of Dona Aurora Aragon-Quezon, widow of President Quezon, when they were ambushed by Huks on their way to Tayabas. Bernardo was killed, together with Mrs. Quezon and her daughter, Baby.

Nicanor Roxas took over as city executive. His tenure was brief; the exigencies of politics made Quirino appoint a former congressman who had been defeated in his bid for reelection — Ignacio Santos Diaz.

Mayor Santos Diaz tried his best to hasten the development of the city but lack of funds stymied his efforts. Quezon City was still rustic and rural, and the pockets of population were confined to Sta. Mesa Heights, San Francisco del Monte, New Manila, Kamuning, Balintawak, Galas and Cubao. The city, therefore, had only enough income to pay for its operating expenses.

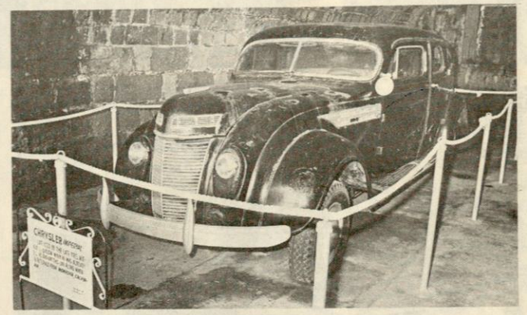
When Ramon Magsaysay defeated Quirino in the 1954 election, the city administration changed hands. Santos Diaz went out of office, and a new mayor was named, Norberto S. Amoranto, a Bureau of Internal Revenue examiner, who was a protege of then Senate President Eulogio Rodriguez, Sr.

Amoranto served the longest term as mayor of Quezon City. His term of office spanned all of 24 years—from 1952 to March 30, 1976.

It was Mayor Amoranto who built the city into what it is today: from a hick town of less than 200,000 people into a metropolis of 1,000,000, with an imposing city hall, schools, a network of roads and bridges, commercial centers, etc.

With the growth of the city, its income inevitably increased. Thus, from a yearly collection of P800,000 in 1954, Quezon City's income steadily grew, and at the time he relinquished the office last March 30, the city government had already been realizing an average annual income of P90-million.

It is, of course, too early to measure what kind of an executive Amoranto was. His political enemies had always belittled his accomplishments, pointing to some questionable



This pre-Commonwealth vintage Chrysler imperial was used by the late President Quezon when he was already ill. He brought the vehicle back to the Philippines when he returned from Monrovia, California, USA.

transactions, the most notorious of which was the putting up of the garbage incinerator, but there can be no denying the fact that during his long tenure, Quezon City saw its most rapid development.

And now, the city has a new executive, a woman, in the person of Mrs. Adelina Santos-Rodriguez. Although she has had some service in the government as a member of the board of some government corporations, Mrs. Rodriguez had never held an executive job.

This lack of experience has not fazed her; neither has it snagged or slowed down the business of government in the city. There has been no fumbling, no hesitation, no waste of time, no indecision.

For Mayor Rodriguez has carried on the job with aplomb and with an unerring instinct to do what should be done.

Since she assumed office on April 1, the lady mayor has exhibited a devotion to duty which makes her report to office at the city hall every day and work until afternoon, attending to all details of the job, listening to problems brought to her attention by department heads and other officials, and receiving callers who have their own woes that need the mayor's action.

It is too early to judge what kind of mayor Mrs. Rodriguez will turn out to be, but if what has transpired since April 1 is a gauge, then it can safely be said that Quezon City is in good hands and that, to quote a popular vernacular, Mayor Rodriguez is "okay lang." — *Jose J. Burgos*

Your City Officials

HON. ADELINA S. RODRIGUEZ
City Mayor

ATTY. MANUEL T. SANTOS
Secretary to the Mayor

ATTY. BENIGNO C. NAGRAMPA
City Secretary

ATTY. ARTURO V. UY
City Auditor

ATTY. ANSELMO O. REGIS
City Treasurer

MR. SILVERIO SJ. CRUZ
Assistant City Treasurer

MR. LEONARDO M. CUYONG
City Assessor

MR. JOSE C. GONZALES
Assistant City Assessor

DR. HOMERO C. ANGELO
City Health Officer

ATTY. FELICIDAD A. PERALTA
City Superintendent of Public Libraries

ENG. PANTALEON P. TABORA
City Engineer

ARCH. LUCIANO V. AQUINO
(Concurrently Manager, Refuse and Environmental Sanitation Center, North Sector)
City Architect

MRS. CONMEMORACION M. CONCEPCION
City Superintendent of Schools

DRA. FE' VILLANUEVA–FERNANDEZ
Director of Hospital

ATTY. JOSE T. TORCUATOR
City Attorney

COL. TOMAS B. KARIÑGAL
Superintendent, NPD, MPF

MR. SALVADOR G. NARCELLES
Chief, Fire Department

HON. MINERVA C. GENOVEA
City Court, Branch I

HON. ALOYSIUS C. ALDAY
City Court, Branch II

HON. PACIFICO L. PUNZALAN
City Court, Branch III

HON. CONCEPCION B. BUENCAMINO
City Court, Branch IV

HON. FERNANDO V. GOROSPE, JR.
City Court, Branch V

HON. REMIGIO E. ZARI
City Court, Branch VI

HON. PERPETUA D. COLOMA
City Court, Branch VII

HON. PERFECTO A.S. LAGUIO, JR.
City Court, Branch IX

ATTY. VITALIANO P. VALDELLON
Clerk of Court

HON. JUSTINIANO P. CORTEZ
City Fiscal

Judge SERGIO A.F. APOSTOL
CFI – Branch XVI – Executive Judge

Judge RICARDO P. TENSUAN
CFI – Branch IV

Judge EDUARDO C. TUTAAN
CFI – Branch V

Judge ULPIANO SARMIENTO
CFI – Branch IX

Judge JAIME M. LANTIN
CFI – Branch XVII

Judge ERNANI CRUZ PAÑO
CFI – Branch XVIII

Judge EDUARDO DE MONTENEGRO
CFI – Branch XXXI

Judge JAIME R. AGLORO
CFI – Branch IX-B

Judge LINO L. AÑOVER
CFI – Branch XXXI-B

Judge ANTONIO MALAYA
CFI – BRANC

Judge ANTONIO MALAYA
CFI – Branch XXXI-B

Judge JOSE CASTRO
CFI – Branch V-B

MR. EDUARDO T. FIEL
Executive Officer, QC Barangay Secretariat

ATTY. ROGELIO QUIAMBAO
President, Association of Barrio Captains

MR. DANTE SANTOS
President, QC Kabataang Barangay



Quezon City has emerged as one of the country's main commercial centers. It boasts of the nation's biggest business establishments.



A section of a business display and shopping center in Cubao.

Business prospects of Quezon City

By JOSE J. BURGOS

The potentials of trade, commerce and industry in Quezon City are vast–much more than in any other town or city of Metro Manila. If properly harnessed, they can make Quezon City the business capital of the country.

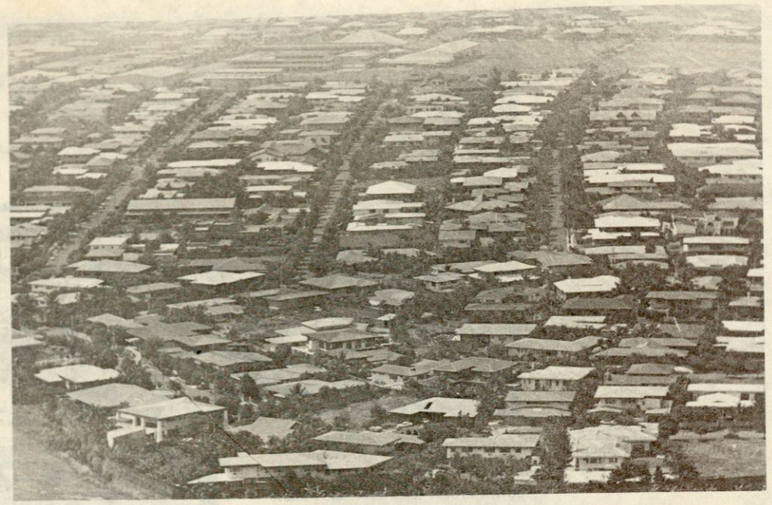
There are several factors which contribute to this favored position of business.

The most important is its size. Its area of 15,700 hectares is five times bigger than that of Manila, double that of Caloocan City, and seven or eight times that of Pasay City. Because much of the land is still undeveloped, there is thus plenty of elbow room for everyone–newcomers included.

Second, the city's population is fast increasing. It is estimated that today, some 1.2-million people live within its borders, where two years ago, population was only one million. As more housing subdivisions are put up, more people will settle in the city. The population growth is faster than in any of Metro Manila's 17 cities and towns. It follows that more people means more customers for all the business establishments which keep on springing up in the city.

The strategic position of Quezon City vis-a-vis the 16 other towns and cities of the metropolitan area is also a most favorable factor. It is practically in the center of the area–Manila to the west, Caloocan and its satellite towns to the north, and Marikina, San Juan, Mandaluyong, Pasig and Makati within easy motoring distance.

This central position is bolstered by the fact that the city is connected to the entire Metro Manila by



Rows of houses occupy a once empty piece of real estate in Quezon City, a testament to the accelerated growth of the community. Hundreds of new houses are constructed within the city limits as numerous families move in every year, thus enhancing business build up in the metropolis.

many wide and well-paved roads. On the score of accessibility, the city is in a most favored position. Whether one likes to go north, east, west or south, the way is open.

This brings us to a corollary point. Traffic is not the nagging problem that it has become in other cities and towns of the metropolis. There is plenty of room for parking—a fact which explains the phenomenal growth of the moviehouse business.

Peace and order is above par, brought about by an efficient police force headed by a man who knows his business, Col. Tomas B. Karingal. The Quezon City Police Department is so ably managed that last year, it was chosen the most outstanding police outfit in the country by the Philippine Constabulary.

Until last June, Quezon City had the distinction of being the Philippines' capital city. When President Marcos decreed that the capital should be Manila because of historical reasons, some fears were expressed that this development would affect business in the city.

Many do not subscribe to this view. For while Quezon City is no longer the capital, President Marcos made the simultaneous announcement that the 14 functional or implementing departments of the national government are to be quartered in Quezon City, while the seven planning or policy-determining departments will be housed in a reclaimed area off the Cultural Center of the Philippines on Roxas boulevard.

With the majority of the national offices staying in Quezon City, more people will be coming here—to reside, to hold office, and to do business. And it is axiomatic that where people congregate, business is attracted. For business and people are like magnets to each other.

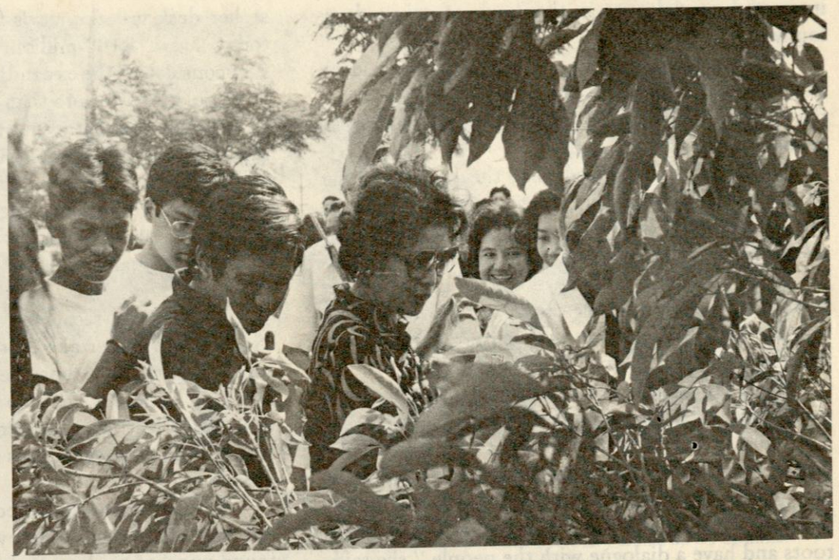
Another factor favoring business here is that there is no congestion. Except for some pocket areas, pollution of the air is unknown. The atmosphere is healthy because of the wide expanses of undeveloped land, where trees and all kinds of foliage grow.

Because of its elevated earth base, there are practically no floods which make motoring impossible during the rainy season, as in other parts of Metro Manila. Its higher elevation also insures cooler atmospheric conditions.

It is only in Quezon City where there is urban planning of any kind. Buildings are constructed with provisions for setbacks on all sides—front, rear, left and right. This is important not only from the aesthetic view. In case of fires, the danger of conflagration spreading to neighboring structures is minimized.

There is yet another big factor favoring business in Quezon City. Rents are moderate and reasonable, whether for residential or business purposes. This may partly be explained by the fact that the real property tax on land and buildings is only 1.25 percent of the assessed value. In the three other cities of Manila, Caloocan and Pasay, the realty tax is 1.5 percent per annum.

With all these plus features, business in Quezon City has more reasons to develop than in any other part of Metro Manila.



Mayor Adelina S. Rodriguez, Quezon City's first lady chief executive, pursues tree-planting campaign. She succeeded former Mayor Norberto S. Amoranto, the city's first and last elective mayor.

The City's first Lady Mayor

By L. REBAMONTAN

She assumed the mayorship of Quezon City with a self-confessed handicap: she had not had a previous experience in high public office.

But obviously President Marcos and the First Lady, Mrs. Imelda Romualdez Marcos, had full confidence in Mrs. Adelina Rodriguez that she would hurdle the challenge with flying colors.

And the First Couple was apparently right.

After seven months at the helm as mayor, Mrs. Rodriguez had developed the surefootedness of a professional in managing the affairs of the country's second biggest metropolis.

An active civic leader, Mrs. Rodriguez inherited the job from former Mayor Norberto S. Amoranto who held the position for 24 years.

Although familiar with public life, having been married to the son of one of Rizal province's most famous political families, Mrs. Rodriguez had not held public office.

She did not seek the job, it sought her. She still remembers her surprise when she was told by her husband, Gov. Isidro Rodriguez that she had been chosen to succeed Mayor Amoranto.

Her first reaction was, "Bakit ako? "

The full dimension and enormity of the job was not lost on Mrs. Rodriguez even before she assumed the mayorship. In her first major speech following her appointment, she said candidly:

"Here we are confronted with the problem of bridging a gap between a dream and a reality. What is this dream?

She pointed out that the dream is to develop the city into a thriving, prosperous and peaceful metropolis, "to make its constituents active and

interested participants in the work of urban development."

"The reality is enough to make the most idealistic dreamer waver. I do not have to elaborate on the enormity and multitude of economic and social problems that afflict the city."

She said she realized that the success of her administration would depend to a large extent on the cooperation and sense of commitment of the residents to the welfare of the community.

The new city executive said that under her stewardship, a continuing dialogue with the community is "fundamental to our approach to the development of the city."

Mrs. Rodriguez has made this vow a working philosophy of her administration.

During her first few days as city mayor, she visited the various civic groups and offices under the city government, health centers, schools and public markets. "That's the only way to get to the grassroots and have a dialogue with the people," she said.

The squatters problem, one of the emotional and festering sores of past administrations, received priority attention from the new mayor. In cooperation with the First Lady's resettlement program, many of the city's 20,000 squatters have been resettled in national government resettlement areas.

She looks forward to bigger strides in the solution of the squatter problem of the city. She has pointed out that the First Lady plans to open new resettlement sites, where houses will be built and basic industries established to enable the squatters to find sources of income.

Among the first major problems that arrived at her desk was the city's fiscal program. The city today has a ₱100-million annual budget, a paltry sum considering the expanding needs of the city, and its population of more than one million.

Twenty per cent of the city's budget goes to the Metro Manila commission, 18 per cent for protective services (police, fire), and 20 per cent is alloted to community development. The entire amount is about enough to finance the mayor's drainage program, which is estimated to cost ₱100 million.

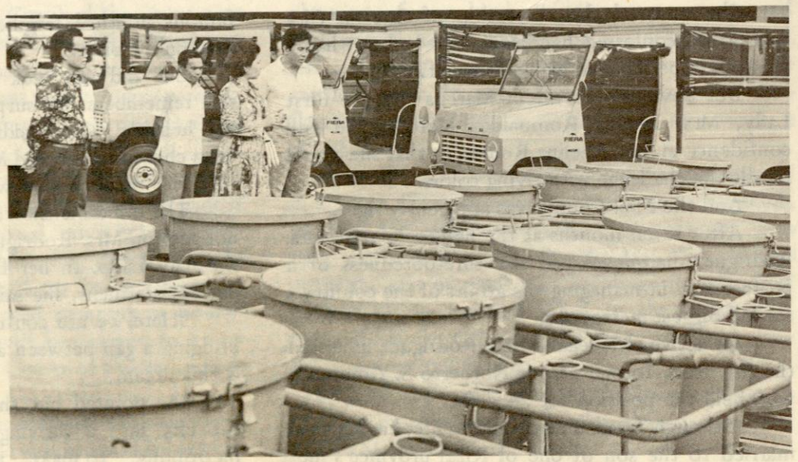
Inadequate resources had compelled the city executive to undertake drastic budget-pruning measures. Among the steps she has taken to minimize overhead expenses were to transfer personnel from overstaffed sections to understaffed offices and institute cost-cutting regulations on housekeeping expenditures.

She has also terminated a number of confidential and contractual employes whose services were found unnecessary by a technical audit panel. In the mayor's office alone, some 30 confidential employes were given walking papers shortly after she assumed office.

She has also confronted with vision and firmness the problem of saunas and beer gardens being used as fronts for illegal activities.

In line with the First Lady's cleanliness and beautification drive, Mrs. Rodriguez has ordered the "greening" of the city hall premises.

For someone who admits that the job simply overwhelmed her at first, she has indeed gone a long way in trying to realize the "dream" she has enunciated when she assumed the mayorship of Quezon City.



Mayor Adelina S. Rodriguez personally inspects newly acquired garbage collection equipment and vehicles before distributing them to the various city trash collection units. With her is city architect Luciano V. Aquino, who is also manager of the north sector, Metro Manila Refuse and Environmental Sanitation management.



One of the principal aims of the barangay movement is to keep open channels of communication between the government and the people. Photo above shows DLGCD Assistant Secretary and MMC Executive Secretary Eduardo R. Soliman Jr. inducting members of a newly formed unit.

The City Barangay: new agent of change

Community Service is the cornerstone of the barangay philosophy.

With this in mind, President Marcos issued Presidential Decree No. 86 on Dec. 31, 1974 creating the Barangay. The avowed purpose of the decree was "to broaden the base of citizen participation in the democratic process and to afford ample opportunities for the citizenry to express their views on important national issues."

Since then, barangay organizations in Quezon City have grown in number and membership. Today, there are 134 barangay organizations throughout the city serving as direct link between the people and the government.

The activities of the Quezon City barangays have also grown in scope, diversity and importance. Aside from serving as effective sounding boards of the problems and feelings in the grassroots, they have emerged as effective forums for the attainment of discipline and other goals of the New Society.

In the short span of four years, the Quezon City barangay organization has distinguished itself as the operations outlet as well as action center of the city government, the medium through which social services reach the people.

For purposes of administration, the Quezon City barangay captain as the chief executive, seven members of the barangay government council, including the chairman of the Kabataang Barangay who is an ex-officio member, the secretary and the treasurer form the nucleus to carry out barangay projects.

In addition to the barangay organizations, there are also pooks or operational neighborhood units headed by pook leaders.

Also under the Quezon City barangay organizational setup, the interaction of barangay members and officials have barangay volunteer community brigades composed of the following:

Barangay ladies brigade, barangay tanod, barangay disaster brigade, barangay traffic auxiliary brigade, and the barangay work brigade.

Since its creation, the Quezon City barangay organizations have succeeded in bringing communities closer together through ongoing dialogues on the problems and possibilities obtaining in their respective jurisdictions.

During the fuel and rice crises, the barangays actively participated in the campaign to conserve the country's scarse energy resources.

Acting on the overall goal of the organization, the Quezon City barangays also participate actively in cleanliness and beautification campaigns.

In line with the national government's sports development program, the QC barangays have pursued a vigorous physical fitness and cultural projects.

In the political field, the barangays have spearheaded citywide information campaigns on previous referanda and other government programs.

Indeed, within a short time, the local barangay network has gone a long way in transforming the philosophy of greater citizen involvement in the affairs of the community and government into a reality. – *Eduardo T. Fiel*

The Sangguniang Panlunsod

By ARNOLD ATADERO

It is essential in every government that the people have a direct hand in running it. President Marcos, in recognizing this fact, said: "If a nation is to prevail, rather than merely endure, the kind of strength (that produces the will to make changes in our society) must reside in all its people."

It is for this reason that the Chief Executive created the barangays, the Sangguniang Bayan and their national aggrupations, and lately, the Batasang Bayan. These political units were created to enable the people to be involved more vigorously in the process of making legislation, in the spirit of creating things for common ends.

Towards these ends, the Quezon City Sangguniang Bayan has not failed the people. It has, despite its short period of existence, represented, heard and "created things for the common end" of the people of Quezon City, in particular, and of the Filipino people, in general.

The local sanggunian, created under Section 9 of Presidential Decree No. 824 integrating the four cities and 13 towns of Metropolitan Manila, is composed of 66 members drawn from the existing city council, barangays, kabataang barangays and the private sector.

The composition is as follows: 16 from the city council, 20 from the barangays, 12 from the kabataang barangays, and 18 from the private sector. Its composition, clearly, represents a wider cross-section of the people.

The city mayor acts as the presiding officer of the sanggunian, thus enabling the top city official to have direct dialogue with the legislative body of the city and consequently, a direct dialogue with the people.

Whereas previous city councils often blocked the city administrator's development efforts, the sanggunian and the city mayor hope to – and have, in fact, done – work hand in hand towards the general uplift of Quezon City residents.

The QC sanggunian, however, cannot be seen as a mere stamping pad. In fact, several members of the sanggunian have taken the SB sessions as a forum to air certain complaints of the populace and to hit what they deem as practices of maladministration by certain city officials.

Clearly, the QC sanggunian has shown the true democracy in action.

THE MAN FROM BALER



The life story of Manuel Luis Quezon reads like a fairy tale. It is the story of a very impecunious boy, born on August 19, 1887, the son of Lucio Quezon, a poor and unknown farm laborer of the small town of Baler. It is the odyssey of a Philippine child prodigy who, with his remarkable talent and admirable knowledge of human psychology, has become one of the greatest Philippine statesmen. Quezon was the man who made America and the whole world listen to the Philippine claim for immediate and complete independence, and who put the name of his beloved mother country on the map of the world. Quezon, from the saddles of poverty and obscurity, had climbed the heights of power, fame, and wealth, and thus has occupied during his time and under the most special circumstances, incredible odds and difficulties.

From Baler, young Quezon had to go to Pandakan to study in the parish school. From there he went to Manila to finish his secondary courses at the San Juan de Letran College and his law career at the University of Sto. Tomas. Afterwards, he took and passed the Philippine bar examinations. He then held the position of provincial fiscal of Mindoro and provincial governor of Tayabas.

Like most of his companions in the UST law school which included Osmeña, Jakosalem, Palma and others, young Quezon, scarcely twenty-five years old, joined the Philippine Revolutionary Army organized against the colonial regime of Spain under the supreme leadership of General Emilio Aguinaldo, the President of the erstwhile Philippine Republic of 1898. Quezon was placed under the direct command of General Tomas Mascardo who appointed him first lieutenant and later promoted him to the rank of major.

Mascardo and other friends of Quezon narrate that he was one of the bravest soldiers of the army of General Aguinaldo.

In 1907, after the inauguration of the first elective legislative body ever established in the Philippines under the American regime, in accordance with the Lodge Act, that is, the act of the American Congress of July 1902, both Osmeña and Quezon were elected deputies or members of the Philippine Assembly, the lower house of the Philippine Commission, composed of American and Filipino commissioners, not elected by the people, but directly appointed by the president of the United States of America with the consent of the American Senate.

In 1907, Osmeña was the recognized leader of the country. It was then the beginning of the rise of Quezon as a national leader. Osmeña very often used to consult Quezon, and thus the leadership of these two politicians practically constituted an odyssey in Philippine politics.

It was during the time that Quezon stayed in America with headquarters in Washington that he actually demonstrated the greatness and wonder of his brains and exceptional abilities as a public speaker, a parliamentarian, and a great master of human psychology. Quezon established in America a press bureau, edited a monthly journal entitled **The Filipino People** and engaged and enlisted the help of a great number of American politicians, scholars, educators, and newspapermen in his Philippine independence propaganda.

It is really a wonder how Quezon with his tremendous tenacity and self-pride was able to command the English language, inspite of the fact that he was a product of the

former Spanish-speaking professors of Sto. Tomas University during the Spanish regime of the islands.

One of Quezon's first great triumphs in America was the enactment by the American Congress of the Jones Law on August 29, 1916, during the administration of President Woodrow Wilson. In the long and important preamble of the Jones Law, America recognized officially her promise to give the Philippines her freedom and independence and to withdraw American sovereignty over the Philippines as soon as a stable government is established in these islands.

Though it is true that the influence of the American Democratic Party, headed by Woodrow Wilson, had greatly helped the enactment of the new independence measure, it was Manuel L. Quezon as the Philippine spokesman in the American Congress, who was able to facilitate and push through the final enactment of the Jones Law. As a token of gratitude of the Filipino people to Quezon and Congressman William Atkinson Jones, two of the most important bridges in the heart of Manila were named after them by virtue of two resolutions of the Municipal Board of the City of Manila.

When Quezon returned to the Philippines in 1916, he was welcomed by the Filipino people like a hero, and afterwards he was elected senator for the fifth senatorial district covering Tayabas, Batangas and Mindoro. When the Senate convened, Quezon was elected President, and since then he exercised an extraordinary and unprecented influence in the history of Philippine politics.

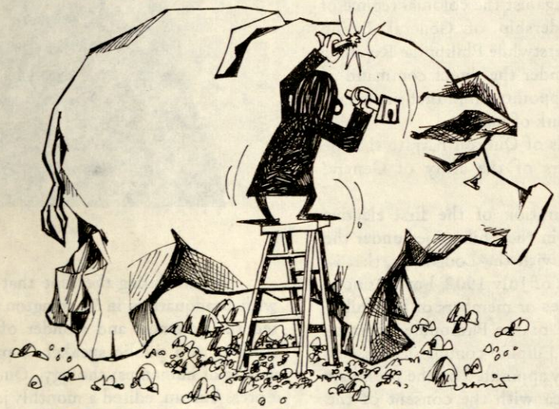
In the plebiscite of 1932, the Filipino people followed the leadership of Quezon.

The passage of the Tydings-McDuffie Law and the establishment and organization of the Commonwealth of the Philippines were the two greatest political achievements of Manuel L. Quezon, who was elected its first president in 1935. The new form of government was inaugurated on November 15, 1935, in the city of Manila, with the greatest pomp and festivities. Under the leadership of Quezon for ten years the Philippine Commonwealth flourished, and many deeds and policies tending to promote and foster the political, economic, cultural, educational, social, scientific, and artistic progress and development of the country were enacted and realized.

Quezon personally sponsored such great achievements as the complete reorganization and Filipinization of the government, the employment of the same flag and national hymn, the adoption of Tagalog as one of the official languages of the country, the enactment of the new Administrative Code of 1916, and of the woman suffrage, universal education, old age protection and social and labor laws, the application of the doctrine of social justice in Philippine jurisprudence, the organization of industrial government-controlled corporations and the financing of sugar and oil refineries, the creation of new chartered cities, the development of the Mindanao public agricultural lands and rivers, the holding of the Commonwealth literary and historical contests; and the unity of the different regional elements of the country.

Quezon's final efforts as a politician were to unite the divided political elements of the country. He began first by uniting the two split wings of the Nacionalista Party and

HELP BUILD BIG THINGS IN SMALL WAYS



OPEN A SAVINGS ACCOUNT WITH GENBANK

General Bank and Trust Company

580 QUINTIN PAREDES ST. BINONDO MANILA
TEL. 40-05-41 TO 49 • MEMBER PDIC

MANILA BRANCHES: ARRANQUE • CENTRAL MARKET • CUBAO • DIVISORIA • ESPAÑA • MAKATI • MALABON • MARIKINA • NOVALICHES • PACO • PASAY • PASIG • RETIRO • ROOSEVELT • TONDO
PROVINCIAL BRANCHES: DAGUPAN • OLONGAPO • NAGA • CEBU • CARBON • DAVAO CITY • STA. ANA EXTENSION

IPAGPATULOY ANG KAUNLARAN, MAG-IMPOK SA BANGKO



The setting sun brings a golden glow and rustic serenity to Baler's sandy beaches. Aurora Subprovince boasts of one of the most beautiful beaches in the country. Baler, the capital of Aurora Subprovince, is the birthplace of the late President Manuel L. Quezon.

created the new Partido Nacionalista Consolidado, which was finally called just simply Nacionalista Party. This party was later divided during the Osmeña and Roxas rivalry, resulting into two other wings named "Liberal and Nacionalista."

One of the great virtues of Quezon was his broad-mindedness and his readiness to forget and forgive prior grievances. When a political enemy had been overcome by him in the elections, he forgot the slanderous campaigns in the press, in Congress, and in public platforms, and he used to attract his adversaries by giving them important jobs and requesting them to cooperate with him in the government. Thus, he made Osmeña his running mate in the presidential elections for the commonwealth; he offered General Aguinaldo a monthly pension of one thousand pesos during his

Greetings from

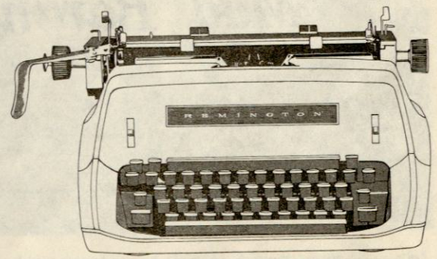
University of Visayas
Cebu City

Community-Wide Marketing Corporation

is now the official appointee of Taylor Pacific (Phil.) Ltd. as its authorized exclusive government distributor of all REMINGTON RAND Office Equipment.

Community-Wide Marketing Corporation offers total guarantee, complete service facilities and available spare parts for your most immediate need — to keep you up-date with your pressing requirements.

So, when you need Remington Rand Office Equipment for best buy, please call us. We're ready to serve.



Community-Wide Marketing Corporation

MAIN OFFICE:
2432 MORSE STREET, MAKATI, RIZAL D-711
TELS. 86-22-81 • 87-23-45 • 87-73-63

BRANCH & DISPLAY OFFICE:
266 SAN VICENTE STREET, MANILA D-405
P.O. BOX 1790 MANILA
TELS. 40-56-36 • 40-56-46 • 49-11-59

CABLE ADDRESS: COWICO MANILA

VIEWPOINT (LAYPO)

lifetime; he appointed Claro Recto justice of the Supreme Court, and later made to resign to offer him the position of president of the Constitutional Convention to write the Philippine Constitution in 1935; he helped Rafael Palma whom Quezon also ousted as president of the University of the Philippines, by organizing a Commonwealth contest on the biography of Rizal where the work of Rafael Palma was selected by the board of judges.

As a human being, Quezon had many defects, sins, and errors, but forgetting aside all the frailties of human nature, we must remember only that he had also many great virtues and qualities which must be initiated and emulated by the future generations of the country. Most important of the Quezonian virtues are patriotism, bravery, courage, unselfishness, generosity, chivalry, nobility, broadmindedness, studiousness, diligence, sincerity, tact, symphathy to his other countrymen, humanity, rapidity of decision and action, tenacity, sense of justice, charity, gratefulness, well-developed personality, good mastery of human psychology and fairness.

When the Japanese Armed Forces entered the City of Manila on January 2, 1942, Quezon and the family and Cabinet were in Corregidor, together with General Douglas MacArthur and General Wainright, Roxas and Romulo. From Corregidor, Quezon, his wife and daughters and son, and Osmeña escaped to America by means of an American submarine that took them to San Francisco. Since then Quezon established the seat of the government of the Commonwealth of the Philippines in America, though he left express instructions to General Manuel Roxas and to Justice Secretary Jose Abad Santos to take care of the continuance



Former Constitutional Convention Delegate Edgardo Angara, grandnephew of the late President Quezon, views the historical marker placed on the exact site in Baler, Aurora Subprovince (formerly Tayabas), where the first Commonwealth president was born on Aug. 19, 1878.

and final direction of the government of the islands.

Quezon representing the Philippines, was an important factor in the establishment of the United Nations Organization in San Francisco in 1942. He joined the covenant of the new international entity, and agreed to place the resources of his country for the fight against Japan and Germany.

On August 1, 1944, Manuel L. Quezon died in a sanitarium in Saranac Lake in New York, without being able to see the end of World War II and to witness the proclamation of Philippine independence and the final establishment of the Philippine Republic.

The remains of the great Filipino statesman were temporarily buried at Arlington Cemetery in America together with the remains of other great American heroes, like Washington, Grant, Jefferson, Lincoln, Wilson, Roosevelt and others.

Manuel Luis Quezon has a definite place of honor and glory in Philippine history. He will always be remembered as one of the greatest patriots, heroes, statesmen, orators, and scholars of the Philippines. During his last days Quezon wrote a code of moral ethics. One of his famous teachings was this immortal phrase: "Live up to the noble traditions of our people."



Former Delegate Angara points to the spot where Doña Aurora Quezon, wife of the late president, and her party were ambushed while they were on their way to Quezon province. The ambush took place near the boundary of Nueva Ecija and Aurora Subprovince. Mrs. Quezon, her daughter Baby, and Quezon City Mayor Ponciano Bernardo died in the attack.

Maligayang pagbati mula sa

Mga Barangay ng Maynila

(Mrs.) Aurora E. Panlilio
Pangulo

QC seen as new tourist hub of Metro Manila

By TEDDY BERBANO

QUEZON CITY, the dream city of its founders, is finally emerging from the sleep of the decades.

Only a step away from the bustling city of Manila, the city promises to be the tourism capital of the metropolis, and, hopefully, that of the entire country possibly, that of Southeast Asia and the Pacific.

Consider the vast land area of the city, which is roughly five times that of Manila.

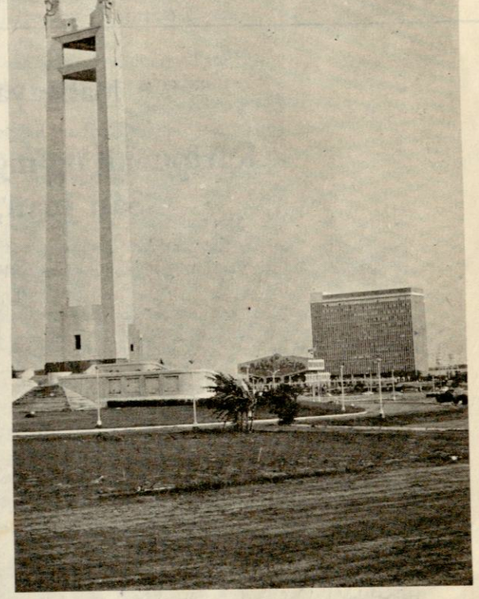
The Quezon Memorial site alone is enough to accommodate a series of parks, not unlike the refreshing patches of green which dot West Berlin in Germany, and which gave Berlin the reputation that it is not merely a city, it is also a health spa.

In the latter, trees stretch to meet the sky; the green grass refreshing, the man-made lakes or lagoons contrasting sharply with the frenetic pace indulged at by the Germans.

The effect is noticeable.

Berlin is practically smog-free, even when the sun beats its fiercest, even when the total vehicle force is plying the celebrated autobahns and cobbled streets.

More, the green-ness, to coin a word, also affects the Berliner psychologically.



The base structure of this towering Quezon Memorial houses a precious collection of Quezoniana covering epochal periods in the life of its founder and the evolution of the city. Once completed, the Quezoniana collection promises to be one of the city's novel tourist attractions.

Thus, it is not surprising to find a couple or two suddenly stopping to or from work to pause at the park, and there commune with Mother Nature, resulting in a more refreshed outlook, in a physically and mentally more alert resident.

Quezon City, to our mind, can be another Berlin – and more.

But the time reference has been shortened through the years of neglect and apathy, graphically illustrated by the lack of effective zoning ordinances, the proliferation of eyesores, and the lack of direction that has characterized the growth of Quezon's dream metropolis.

Hopefully, all these things belong to the past.

Hopefully, we now have the men and women with vision who can make the fateful leap from blueprint to reality.

And we suggest that now is the time to support Quezon City Tourism Board – created recently by Mayor Adelina S. Rodriguez – one which is charged with the task of finalizing the blueprint and making sure that this blueprint will not gather dust in a bureaucratic drawer.

The idealism is present: No less than the First Lady and Metro Manila Governor, Imelda Romualdez Marcos, has given her unstinted commitment to make Quezon City the city it should have been, in the dreams of its founders.

The men and women are there: The present city administration is equally fired up. And the Quezon City resident is a firm believer in the potentials of the city and of its people.

Quezon City – the tourism capital – what more can the resident want?

Compliments of

Kgg. Stephen Sarino

Maligayang bati mula sa

Katipunan ng mga Barangay Pampook
San Juan, Metro Manila

Rudy P. Chua
Pangulo



Capt. Loreto Ramos
Addition Hills

Capt. Carlos Aguinaldo
Batis

Capt. Domingo Sese
Balong-Bato

Capt. Napoleon Viloria
Corazon de Jesus

Capt. Perfecto Almazar
Ermitaño

Capt. Francisco Hababag
Halo-Halo

Capt. Emilio H. Hubilla
Isabelita

Capt. Leonardo P. Mateo
Kabayanan

Capt. Rodolfo P. Chua
Little Baguio

Capt. Emeterio Rosales
Maytunas

Capt. Pedro B. Magpayo
O n s e

Capt. Amador C. Manuel
Progreso

Capt. Jose Usero
Pasadena

Capt. Benjamin Dumol
Pedro Cruz

Capt. Jacinto S. Verias
Rivera

Capt. Jose Y. Castillo
Salapan

Capt. Manuel de Guzman
San Perfecto

Capt. Nestor E. Bernardo
Sta. Lucia

Capt. Emiliano M. Tirona
Tibagan

Capt. Preciosa Calaunan
West Crame

Capt. Esperanza V. Lopez
West Greenhills

The Quezon City Board of Tourism

A tourist spot within the tourist belt – that is what Quezon City tourism planners want the city to be in the future.

To achieve this goal – a major under-pinning of Mayor Adelina S. Rodriquez administration – the lady mayor created last July the Quezon City Board of Tourism to assist the "City Administration in the development of Quezon City as an attractive, potential tourist spot and in the promotion of tourism that shall redound in the boosting of tourism in this City."

Appointed chairman of the Tourism Board was businessman-hotelier Modesto Enriquez.

Upon her intsruction, the Board's initial task will be to draw up a comprehensive development plan which will serve as the working blueprint of the city tourism program.

Aside from Enriquez, the Tourism Board is composed of leading citizens drawn from the various professional, media and business sectors of the city.

They are Juan San Miguel, vice-chairman; Mel Parale, Gerardo Magat, Andres Torres Yap, George Banal, Pete Morato, Rolando Asis, Josefa Saniel, Feliciano Cabrera, Carlos Rances, Valentin Asuncion Jr., Alberto Galarpe and Florentino Lapus, members.

The cultural affairs officer of the city, Francisco "Pate" Alvarez, who is also a member of the Board, acts as executive secretary in a concurrent capacity.

Initially, the Board has recommended the following projects: the putting up of a display model kitchen at city hall, the holding of an orchid show, and the development of the indigenous game "sipa", a tourist attraction.

To coordinate its programs and activities, the Board has decided to create an executive committee to oversee and formulate policies and guidelines to be followed in pursuing the various objectives of the Board.

The executive committee will also draw up plans and programs as well as recommend the projects that need priority attention by the Board.

To start the ball rolling, as it were, Mr. Enriquez has offered the free use of a room in Sulo Hotel as temporary office of the Board. He has also pledged a ₱10,000 donation to the program to underwrite the Board's initial expenses.

Among the major agreements reached during the series of sessions of the Board was the launching of a citywide campaign to pinpoint potential tourist attractions in the area for full scale development.

The Board believes that when fully developed, Quezon City's tourist spots can compare with the best in other parts of the country, and contribute immensely to the national government's tourism program.

VAZQUEZ Commodities Corp.

Dealer of:

- CEMENT, GRAVEL & SAND, FILLING MATERIALS
- ROOFING TILES & QUARRY TILES
- VITRIFIED FLOOR & WALL TILES
- FIRE & DECORATIVE & DONDON BRICKS
- DANARRA, PLYWOOD & LUMBER
- PVC PIPES, STEEL BARS & OTHER CONSTRUCTION SUPPLIES

Office:
1269 E. delos Santos Ave.
Quezon City

Tels. 34-45-55
35-36-71
24-45-69

Greetings from

CYANAMID PHILIPPINES, INC.

Saville Bldg., Paseo de Roxas
Buendia Ave., Makati

Tel. 89-97-81

PRIVATE DEVELOPMENT CORPORATION OF THE PHILIPPINES
(Pribadong Korporasyon sa Pagpapaunlad ng Pilipinas)
PDCP Building, Ayala Avenue
Makati, Rizal, Philippines

- Medium and long-term foreign and long currency loans
- Guarantee of foreign and local currency obligations
- Mobilizing and investing short term funds through money market operations
- Joint venture promotions
- Equity capital contribution
- Small business term loans for small scale enterprises.
- Public offering or placement of securities
- Management and technical advisory services
- Group financing through loan syndications
- Project development

Compliments of

LC

The instant battery –

KARLIFE BATTERY

a product of LC
BATTERY & PARTS
SUPPLY, INC.

1020-1022 Quezon Blvd. Ext. Q.C.
Tels. 98-33-98 & 99-53-76



Continuing dialogue is one of the principal objectives of the barangay movement. Here government officials and barangay members exchange views on a wide range of subjects affecting their daily lives.

DLGCD: bridge between local and national government

The Department of Local Government and Community Development was created on Nov. 1, 1972 to function as an effective instrument for developing sound central-local relationship. It came into being to provide advice and assistance in matters relating to local government administration, planning, coordination, and to the implementation of community-oriented and cooperatives development programs.

The national and local governments are partners in the development of the nation. The national government formulates and implements development programs, and in the process, gives more emphasis on the important and expanding role that local authorities play in national development. The national government assists and strengthens local governments to enable them to assume more substantial responsibilities in economic development under conditions of increasing local autonomy. The objective behind the integration and coordination of the national and local governments is to develop sound central-local relationship.

The department consists of three bureaus: local government, community development and cooperatives development.

The bureau of local government extends technical assistance to upgrade local government administration, planning, program implementation, personnel and fiscal management, and organization and methods. It conducts management surveys and researches on local government administration and assists in the training of local government personnel.

The bureau of community development provides for assistance to local government plans and programs aimed at accelerating social and economic development of the local communities.

The bureau of cooperatives development is responsible for the promotion, organization and development of all types of cooperatives.

Stirring the work of the department are tested executives in their own lines, with Secretary Jose A. Roño at the head of the entire organization.

Undersecretaries Salvador Socrates, Orlando Sacay and Rosendo Marquez, and Assistant Secretaries Ronaldo V. Puno and Eduardo R. Soliman Jr. provide the backup support in running the various bureaus and offices.

METRO MANILA

integration: new thrust in urban government

By V. ABELGAS

In 1931, the late President Manuel L. Quezon conceived of a city that shall be the center of government – one that would hopefully be an epitome of planning, worthy to be the capital of a great country.

Thirty seven years later, it was to become a big city: commercial centers sprouted; plush and middle class residential areas mushroomed in its every corner; schools and universities flourished; buildings, mostly housing government offices, gave shape to its skyline; and population grew to hundreds of thousands.

But like all growing urban areas, it fell victim to numerous problems that accompany growth: squatters, traffic, lack of transportation, uncollected garbage, zoning violations, population and many others.

Warmest greetings from

The People of Pasig

Emiliano R. Caruncho
Municipal Mayor



Newly acquired cleanup equipment and vehicles are lined up in a "show of force" as Metro Manila" garbage collection campaign goes into high gear.

Quezon City's neighboring towns and cities have also become victims of urbanization. Their problems, interlinked and similar in nature, necessitated the integration of the four cities, including Quezon City and 13 towns comprising the Metropolitan Manila urban settlement.

It is on this note that Quezon City celebrates its 37th foundation anniversary on Oct. 12. It shall be the first such celebration of the people of the city under an integrated setup with a lady mayor.

The integration of Metro Manila did not come as an abrupt event. Rather, it only formalized what was to be an important chapter in a long evolution of a small kingdom by the Pasig delta.

Once a small settlement of Rajah Solaiman and the Filipinos of yesteryears, Spanish conqueror Miguel Lopez de Legaspi built over its ruins a Walled City, which would signal the start of urbanization of Manila and its environs.

From this secluded place, the city of Manila emerged. The flock of the people from the provinces, the accompanying congestion, the rise of factories and commercial centers, the opportunity for jobs and all the factors arising from the monumental growth of Manila paved the way for the emergence and urbanization of the outlying areas, among them Quezon City.

The sprouting of urbanized suburbs brought about more problems, this time not confined to Manila proper alone but to the emerging metropolis as a whole.

With a total area of 761.35 square meters, Metro Manila was said to have been meant only for 400,000 persons but it is now bursting at its seams with about 7.8 million residents.

The area, comprised of four cities and 13 towns, is saddled with pollution, transportation lack, floods, squatting and problems related to waterworks, garbage, education and social welfare, housing, population growth, traffic, roads and infrastructures and other essential services.

The people decided in a referendum on Feb. 27, 1975 that something drastic must be done about the situation and voted to authorize President Marcos to restructure the local governments of four cities and 13 towns into an integrated unit.

Finally on Nov. 6, 1976, the President implemented the mandate of the Greater Manila residents by signing Presidential Decree 824 creating the Metropolitan Manila Commission and formally integrating the four cities and towns of the area – Manila, Quezon, Pasay and Caloocan cities and the municipalities of Makati, Mandaluyong, San Juan, Las Piñas, Malabon, Navotas, Pasig, Pateros, Parañaque, Marikina, Muntinlupa and Taguig in the province of Rizal and Valenzuela in Bulacan.

In the decree, it was noted that the rapid growth of population and the corresponding increase of social and economic requirements in the contiguous areas have brought into being a large area that calls for simultaneous and unified development.

It was also pointed out that the services rendered by the local governments concerned will be more efficient if they are integrated and harmonized under a system of central planning.

Commenting on integration, DLGCD Secretary Jose A. Roño said:

"It was clear that various services should be dealt with



Interest sa BANCO FILIPINO 7½% on savings deposits P.A.

ARAW-ARAW
INTEREST NG INTEREST

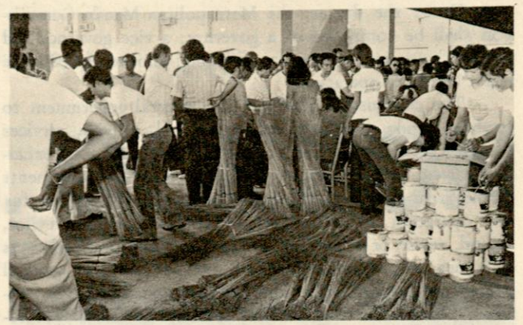
Pati sa time deposits:		Increase na naman !	
90 days	9% p.a.	540 days	11⅛% p.a.
180 days	9⅜% p.a.	730 days	12⅛% p.a.
360 days	10⅛% p.a.	more than 730 days	14% p.a.

PAID IN ADVANCE



BANCO FILIPINO NO.1
Savings and Mortgage Bank • MANILA • PHILIPPINES
SUBOK NA MATIBAY. SUBOK NA MATATAG.
MEMBER PDIC

The integration of Metro Manila did not come as an abrupt event. Rather it only formalized what was to be an important chapter in a long evolution of a small kingdom by the Pasig Delta.



Members of Metro Manila's cleanup brigades are issued brooms, paints and trash receptacles before they are sent to their respective areas of assignment.

on a metropolitan level because they cannot be provided efficiently by existing local governments acting independently from one another. And therefore, integration of such services was needed for a more balanced and efficient local service. Integration, in this context, meant organized development and effective and efficient services for Metropolitan Manila, even more efficient and effective than those which have been displaced."

With the integration, President Marcos also announced in response to the people's clamor, the appointment of the First Lady, Mrs. Imelda Romualdez Marcos, as the first governor of the newest geographical unit in the country.

Ang Lunsod ng Kalookan
kasama ang pinalakas na
Katipunan ng mga Barangay
sa ilalim ng maka-Diyos at
makatwirang pamumuno ni

Alkalde Alejandro A. Fider

ay malugod na bumabati at
nakikiisa sa
LUNSOD QUEZON
sa kanyang
Ika -37 kaarawan ng pagkakatatag

Under the decree, the Metropolitan Manila Commission shall be composed of a governor, a vice governor and three commissioners, one for planning, another for finance and a third for operations.

The commission shall act as a central government to establish and administer programs and provide services common to the area. The commission shall also have exclusive powers to levy and collect taxes and special assessments in the area; charge and collect fees; appropriate money for the operation of the metropolitan government; review, amend, revise or repeal all ordinances, resolutions and acts of cities and municipalities concerned; perform general executive, administrative and policy-making functions; establish centers for integrated services such as for fire protection, garbage disposal, traffic and transportation; coordinate and monitor governmental and private activities pertaining to essential services such as transportation, flood control and drainage, water supply and sewerage, social, health and environmental services, housing, park development, and others; and others.

Under the integrated setup, existing political boundaries of the towns and cities concerned have been retained. Most of the incumbent local officials were retained although the resignations of some have been accepted like those of former Mayors Marcial Samson of Caloocan and Norberto Amoranto of Quezon City.

Only a few months after the integration, the towns and cities of Metro Manila began to pick up the pieces from the woes of the past. At once, essential services were in-

(Turn to page 31)

December 1975

METRO MANILA STATISTICS

Land area	761.35 sq. kms
Population	7,042,492
Household	880,462
Road network	2,799.6 kms
2.8% vs. national: 99,32 kms	
Thoroughfares: ordinary	7,748
main	202
Registered vehicles	364,663
50.16% vs. national: 726,883	
Police stations	74
Fire Stations	49
Slaughterhouses	20
Markets: public	45
private	60
Parks: local	270
national	5
private	7
Hospitals: public	17
private	59

Greetings from

ALTUNA, ATIENZA

Altuna & Associates

Counsellor-at-law

Compliments of

P.M. GATBALITE

Construction

Pablo M. Gatbalite
Owner-manager

PILIPINO

MANUEL L. QUEZON

Tagapagtanggol ng hustisya sosyal, Ama ng Wikang Pambansa

Ni JULIO SILVERIO

KUNG bubuklatin at tutunghayan nating muli ang aklat ng kasaysayan ng Pilipinas, walang pasubaling mawiwika natin sa sarili na ang ating yumaong Pangulong MANUEL LUIS QUEZON (1978-1944) ay maituturing na isang henyong pulitiko at pinakamataas na pantas ng Pamahalaang Pilipino noong kanyang kapanahunan. Higit sa rito, kinilala siya ng buong daigdig bilang tagapagtaguyod ng hustisya sosyal, gayundin ng isang "mahusay, malinis at matapat na pamahalaan" sa loob ng panahong kanyang pinaglingkod bilang minamahal na lider ng sambayanang Pilipino.

Sa mga labi ng ating Pangulong Quezon nagmula ang dalawang pinakabantog na pananalita na magpahanggang ngayo'y tandang-tanda natin at sinasabi-sabi tuwina sa wastong okasyon. Ang dalawang gintong kaisipang ito, na maisasama na rin natin sa kalipunan ng ating mga katutubong kawikaan, ay nagsasaad nang ganito:

(1) *"Ang katapatan ko sa aking lapian ay nagwawakas sa kung saan nagsisimula ang katapatan ko sa aking bansa."*

(2) *"Mamasarapin ko pang magkaroon ng isang malaimpiyernong pamahalaang pinangangasiwaan ng mga Pilipino kaysa isang mala-paraisong pamahalaang pinangangasiwaan ng mga Amerikano."*

Sa mga di-mabilang na nagawa ng ating yumaong Pangulong ito para sa kapakapanan nating mga Pilipino, tunay na namumukod-tangi sa lahat ang kanyang pagiging "Ama ng Wikang Pambansa" at pumapangalawa na lamang dito ang kanyang pagiging "Ama ng Quezon City".

Sa simula pa lamang nang maging Pangulo ng Commonwealth of the Philippines, pangarap na ni Pangulong Quezon ang magkaroon tayo ng isang tunay na masasabing "Wikang Pambansa", isang wikang magiging tatak ng ating pagkalahi. Yaong ikararangal nating ganap ang ating pagiging PILIPINO. Hindi yaong magpatuloy tayo sa pagiging alipin ng wikang Ingles sa sariling bayan natin mismo.



Lipos ng kasiyahan si Presidente Quezon sa Okasyong ito ng parangal kay Maj. Dwight Eisenhower, naging Pangulo ng Estados Unidos.

Itinatagubilin ng Artikulo XIV, Seksyon 3 ng dating Konstitusyon ng Pilipinas ang pagpapatibay ng isang Wikang Pambansa. Ito ay ang Pilipino. Ganito ang sinasabi ng artikulo:

Ang Kongreso ay gagawa ng hakbang tungo sa pagpapaunlad at pagpapatibay ng isang wikang pambansang panlahat na nasasalig sa isa sa mga umiiral na katutubong wika.

Upang matupad ito, ang Asemblea Nasyonal, sa rekomendasyon ni Pangulong Quezon, ay nagpatibay ng Commonwealth Act No. 184 noong Nobyembre 13, 1936, na nagtatatag ng Surian ng Wikang Pambansa. Ang naging unang direktor nito ay si Jaime C. de Veyra. Itinatag ang Surian upang magsagawa ng mga puspusang pag-aaral sa mga umiiral na katutubong wika sa hangaring makabuo ng isang wikang pambansa.

Ipinasyang maghahanda ang SWP ng talatinigan at balarila. Sa pagpapayaman ng talasalitaan, pagkukunan ang

(Sundan sa pahina 45)

Warmest greetings from

ROBERTO M. ESCALONA

Gen. Contractor
45 Scout Lozano St.
Diliman, Q.C.
Tel. 99-85-69

Sangguniang Panlunsod Directory

OFFICERS

Mayor ADELINA S. RODRIGUEZ
Presiding Officer

Kgg. ROGELIO QUIAMBAO
President Pro-tempore

Kgg. ESTANISLAO G. ALINEA Jr.
Floor Leader

Assistant Floor Leaders

Kgg. BRAULIO ARRIOLA, JR.
Kgg. ALEJANDRO COSTALES
Kgg. JOSE J. PACULDO
Kgg. CARLOS RANCES

MEMBERS

Kgg. R. S. Kookooritchkin
Kgg. E.G. Alinea, Jr.
Kgg. Melencio M. Castelo
Kgg. Eulalio L. dela Cruz
Kgg. Honorio M. David
Kgg. Alfredo A. Francisco (Fred Montilla)
Kgg. Andres V. Genito, Jr.
Kgg. Emeterio Gonzales
Kgg. Mario Montenegro
Kgg. Jose J. Paculdo
Kgg. Eduardo T. Paredes
Kgg. Jose Vera Perez
Kgg. Jesus Perlas, Jr.
Kgg. Precioso R. Perlas
Kgg. Stephen N. Sarino
Kgg. Amado P. Cortez
Kgg. Rogelio Quiambao
Kgg. Alejandro Costales
Kgg. Irineo Pascua
Kgg. Concordio Soqueno
Kgg. Antonio Mercader
Kgg. Benjamin Pedro
Kgg. Carlos Rances
Kgg. Augusto Lacsamana
Kgg. Enrico Serrano
Kgg. Julio Dizon
Kgg. Conrado Belmonte
Kgg. Segundo Soriano
Kgg. Ladislao Pasco
Kgg. Braulio Arriola, Jr.
Kgg. Jose Dayao
Kgg. Peregrino Gutierrez
Kgg. Jaime Amor
Kgg. Edgardo Tumangan
Kgg. Dante Santos
Kgg. Leonor Aure
Kgg. Elizabeth Valenzona
Kgg. Gregorio Ortile
Kgg. Henry Corcino
Kgg. Alex Raul Pascua
Kgg. Mariese Elises
Kgg. Cesar Quiambao
Kgg. Jesus Liganor
Kgg. Joel Ylagan
Kgg. Alex Navarro
Kgg. Pablo Atienza
Kgg. Jose Natividad
Kgg. Teresita P. Abad
Kgg. Angelita L. Sarte
Kgg. Rodolfo G. Palattao
Kgg. Juan San Miguel
Kgg. Felicisimo Ilagan
Kgg. Alfonso V. Medina
Kgg. Alfredo Lingad, Sr.
Kgg. Salvador T. Piccio
Kgg. Jovencio Madamba
Kgg. Helen Espino
Kgg. Artemio Dava
Kgg. Jose Sanvictores, Jr.
Kgg. Guillermo Altuna
Kgg. Pepita Aquino
Kgg. Beato M. Mallete
Kgg. Rosa L. Susano
Kgg. Emiliano Samson
Kgg. Hermenegildo Dumlao
Kgg. Julie Santos

Compliments of

DIVISION OF CITY SCHOOLS

Quezon City

Manuel Quezon . . . *(Mula sa pahina 41)*

mga wikain sa Pilipinas; at pagkatapos, kung kailangan, ay ang Kastila at Ingles. Ang pagbuo ng mga bagong salita, kailan ma'y hindi maiiwasan, ay kukuning unang-una sa mga matatandang wika (klasikal) gaya ng Griyego at Latin, lalung-laluna sa kagamitang siyentipiko, pampanitikan at tekniko.

Pagkatapos ng isinagawang pag-aaral ng taga-Surian, inirekomenda sa Pangulong Quezon noong Nobyembre, 1937 na ang wikang Tagalog ay gawing saligan ng Wikang Pambansa. Ipinaliwanag ng mga taga-Surian na "ang Tagalog ay tumutugon sa lahat halos ng pangunang kinakailangan ng Commonwealth Act No. 184." Dahil dito, sa bisa ng Proklamasyon Blg. 134 (1937), pinagtibay ng Pangulong Quezon noong Disyembre 30, 1937 na Tagalog ang magiging base o saligan ng Wikang Pambansa.

Sa panahong iyon, nararapat mabatid na 25.4 porsiyento lamang ng populasyon ng ating bansa ang nagsasalita o marunong ng Tagalog. Ito'y naging 37.1% noong 1948; 44.4% noong 1960; at 55% noong 1972.

Noong Abril 1, 1940, iniutos ng Pangulong Quezon ang pagpapalimbag ng talatinigan at balarila na inihanda ng SWP. Iniutos din niya ang pagtuturo ng Wikang Pambansa sa lahat ng mga publiko at pribadong paaralan sa Pilipinas simula sa Hunyo 19, 1940, mula sa ikaapat na taon sa haiskul hanggang sa mga paaralang normal.

Ayon naman sa Buletin Blg. 26, serye 1940, ng Kawanihan ng Edukasyon, dapat magkaroon ng pitak sa Pilipino ang lahat ng mga pahayagang pampaaralan.

At sa bisa ng Commonwealth Act No. 570, na pinagtibay ng Pangulong Quezon noong Hunyo 7, 1940, ang Wikang Pambansa ay idineklara bilang wikang opisyal ng Pilipinas, simula noong Hulyo, 4, 1940.

Batay sa mga nalahad na pangyayari, angkop lamang na tag-urian natin ang Pangulong Quezon bilang "Ama ng Wikang Pambansa" sapagka't siya ang nagsagawa ng mga pundasyon nito.

Sa kanyang pagiging "Ama ng Quezon City", si Pangulong Quezon ang nagsikap na maging isang lungsod ito na dating nasasakop ng malawak na San Juan del Monte, ng lalawigang Rizal.

Bilang Pangulo ng Commonwealth of the Philippines, inirekomenda ng Pangulo sa Asamblea Nasyonal ang pagiging isang siyudad nito, hanggang pagtibayin ng naturang kapulungan ang karta nito noong Oktubre 12, 1939, sa ilalim ng Commonwealth Act No. 502.

Si Pangulong Quezon ang naging unang alkalde ng Quezon City bagama't siya'y Pangulo ng Pilipinas. Hinawakan niya ang posisyong ito hanggang sa hirangin niya ang kanyang hepe ng pulisya na si Tomas B. Morato bilang alkalde nito simula noong Nobyembre 4, 1939.

Lalaging nasa ating puso't gunita ang mga naiwang bakas na ito ng ating minamahal na Pangulong Manuel Luis Quezon.

Nasa sa atin na mismo ang pagpapayaman at pagpapahalaga sa kanyang mga ipinamana sa atin.

Maligayang bati
mula sa

Bayan ng Marikina

Osmundo de Guzman
Alkalde

City Income . . . *(From page 5)*

A report submitted lately by the treasurer's office to Mayor Adelina S. Rodriguez showed the following breakdown of the city's expenditures:

General administration of government – 11.42 percent; government finance – 5.21 percent; adjudication – 3.13 percent; protective service – 18.99; sanitation – 11.58; social improvement and economic services – 8.89 percent; public education – 18.05; operation of economic enterprises – 0.91 percent; loans, advances transfer – 3.05 percent; real property and equipment – 3.29 percent; continuing appropriation and surplus – 15.48 percent.

Except for percentages, the treasurer's report did not indicate the actual figures of expenditures.

It was understood that a good portion of the city's finances went to the salary standardization of its 6,795 employees.

The city was among the only five local units in Metro Manila that implemented in advance the recent presidential decree raising to ₱10 the minimum daily wage for non-agricultural workers in the area.

This was as reflected in a report submitted recently by MMC Executive Secretary Eduardo R. Soliman Jr. and Director Silvestre Sarmiento, MMC action officer for finance, to Gov. Imelda Romualdez Marcos.

With the integration of Metro Manila government services and planning, coupled with expert fiscal management, the city income is expected to maintain its steady climb. – *Mel Parale*

Compliments of

MARSAN TRADING CORP.

CARLOS RIVERA
President & Gen. Manager

Mabuhay & Congratulations

from

The Municipality of Parañaque

Florencio V. Bernabe
Municipal Mayor

Greetings from

ISABELA WOOD CONSTRUCTION DEVELOPMENT CORP.

Talayan, Quezon City

Greetings from

CANDON RURAL BANK

Candon, Ilocos Sur

MANUEL G. CARINO
President & Board Chairman

GMA AUTO DYNAMICS

No. 14 New York St.
Cubao, Quezon City

ARTHUR LIMDICO
Gen. Manager

Auto repair • body works • painting upholstery • dealer of car, parts & accessories

---

Warm greetings from

LAS PIÑAS

Filemon C. Aguilar
Municipal Mayor

Heartiest greetings from

The City of Manila

Ramon D. Bagatsing
City Mayor

ASTOR ENTERPRISES

No. 4 SOUTH AVENUE
(OPPOSITE CIRCLE THEATER)
QUEZON CITY 3008
PHILIPPINES
CABLE ADDRESS: "JORAND"
MANILA

TEL. NOS. 98-50-76
98-72-18
98-73-11
96-46-14
TELEX No. ITT 7422000
ITT 7420018

CRIS-LER HOLLOW BLOCKS

Dealer in:
GRAVEL * SAND * ADOBE * LIME * GARDEN SOIL * FILLING MATERIALS * ESCOMBRO * HOLLOW BLOCKS * CEMENT PIPES AND DECORATIVE BLOCKS

Cris C. Constantino
MANAGER

OFFICE:
74 Tandang Sora Avenue
Banlat, Quezon City
Tel. No. 90-31-21

RESIDENCE:
93 Tandang Sora Avenue
Banlat, Quezon City

Greetings from

Association of

Makati Industries

Metro Manila

IBM

CONSTRUCTION SUPPLY CO.

IMPORTER * WHOLESALER * RETAILER DISTRIBUTOR: G.I. SHEETS * PLYWOOD * CEMENT STEEL BARS & OTHER CONSTRUCTION MATERIALS

1129 E. DE LOS SANTOS AVE.
QUEZON CITY

TELS. 25-11-10
25-11-39
25-15-11
25-15-12

FOR GENUINE PARTS
"You name it, We have it"

CUBAO ATLAS AUTO SUPPLY

DEALER ALSO IN ELECTRICAL & HARDWARE

919 B C & D AURORA BLVD.
CUBAO, QUEZON CITY

TELS. 99-04-52
98-73-51

Greetings from

OFFICE OF THE MAYOR
Pateros, Metro Manila

Nestor V. Ponce
Municipal Mayor

Greetings from

Municipal Government of
TAGIG
Metro Manila

Levi B. Mariano
Municipal Mayor

Greetings from

The Municipality of Malabon

Maynardo Espiritu
Municipal Mayor

Compliments of

Mayor RENATO R. LOPEZ

Mandaluyong, Metro Manila

Greetings from

Dr. Felipe del Rosario, M.D.
Mayor
Navotas, Metro Manila

VICOR MUSIC CORPORATION
VICOR BLDG., 782 AURORA BLVD.,
CUBAO, QUEZON CITY, PHILIPPINES — MAIN
TEL. NOS. 70-40-81 TO 90

Orly Ilacad
President

Vic del Rosario
Executive Vice-President

PRIME EXCHANGE COMPANY, INC.

The Basic Necessity Oriented Company

Architect's perspective of "Prime Exchange Center" which will be established in every major town and city in the Philippines.

"A fair share of wealth is every man's prerogative." This a Prime's response to the call of equity distribution of wealth by his Excellency President Ferdinand E. Marcos.

Main Office Address: **5th Flr. Sarmiento Bldg.**
Ayala Ave., Makati, Metro Manila
Tel: 885-391 to 95 loc. 14

VICTOR N. TIOTUYCO & Associates

Architects • Planners • Consultants

122 Don A. Roces Ave., QC Tel. 977-884

Greetings from

J.A. BAETIONG

Construction

1080 E. de los Santos Ave., QC
Tel. 983-652; 986-216

Greetings from

Quezon City THURSDAY CLUB

The Social Security System, given added impetus under the New Society, is now in the process of expanding its computerization program to update its records to be able to provide more meaningful service to its members.

- *When remitting SSS, Medicare and Employees' Compensation contributions, all employers should always use the correct number, as indicated on their new Employer's ID Card, to insure that their payments are properly credited to their accounts at all times.*
- *The new Employer ID Number has a 10th digit used to validate the proper recording of the Employer's ID Number when posting payments.*
- *Prompt and accurate posting of contributions means faster settlement of benefit and loan applications.*

Social Security System
EAST AVENUE, QUEZON CITY

Greetings from

The Filipina Cuisine, Inc.

Quezon City Hall

Greetings from

- *ADBEN CONSTRUCTION, INC.*
  2415 Elias St., Sta. Cruz, Manila
  or No. 3 Sta. Fe St., SFDM, QC
  Tel. Nos. 96-40-30; 96-10-61
- *R.C. GONZALES CO., INC.*
  163 Calderon St., Mandaluyong
  Rizal Tel. 78-20-41 to 48
- *PEDRO TRINIDAD*
  177 Katipunan Rd., QC
  Tel. 786-502

Pacific Banking Corporation

HEAD OFFICE

460 QUINTIN PAREDES ST.
BINONDO, MANILA 2801

P.O. Box No. 3480
MANILA
Tel. Nos.49-97-30 thru 39
49-12-61 thru 69

Compliments of

Julio D. Matias

Architect & Contractor

3574-3576 M. Villamor
Sta. Mesa, Manila
Tel. 61-97-94

SULO HOTEL

IS HAPPY TO EXTEND ITS
WARMEST GREETINGS TO
QUEZON CITY
ON ITS 37TH FOUNDATION YEAR

Matalino St.
(Adjacent to City Hall)
Quezon City
Tel. No. 98-24-11

FILCAPITAL
DEVELOPMENT CORPORATION
THE INVESTMENT HOUSE · NATIONWIDE ·

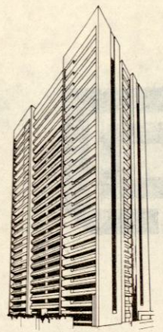
Our commitment is to national development through growth oriented services

*Securities Dealership *Underwriting
*Financial Consultancy *Syndication
*Venture Capital *Investment Management Services
*Local and Foreign Currency Financing.

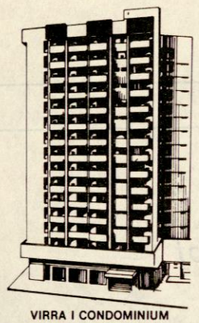
These buildings are protected by EAGLE.

Men behind these buildings know the ABC's in electrical protection - they specify EAGLE. With EAGLE electrical wiring devices, they are assured of durability, high power efficiency, lasting performance and safety. Because every EAGLE product is checked, and tested before it reaches you.

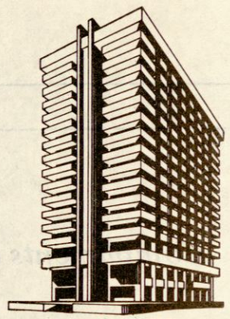
Take it from experts. Never take risks. Specify EAGLE.



THE MAKATI TUSCANY
Ayala Avenue, Makati, Rizal

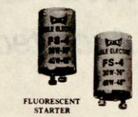


VIRRA I CONDOMINIUM
P. Burgos St., Bel-Air, Makati

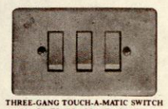


MARBELLA HOMETEL
Roxas Blvd., Manila

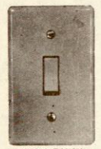
AMERICAN CONTINENTAL TYPE ROCKER SWITCHES & RECEPTACLES



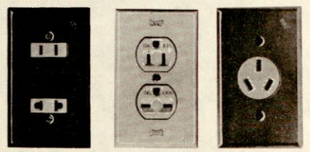
FLUORESCENT STARTER



THREE-GANG TOUCH-A-MATIC SWITCH
ALL SWITCHES ARE WITH SILVER CONTACTS



VERTICAL TOUCH-A-MATIC SWITCH



AMERICAN & UNIVERSAL RECEPTACLES
COMBINATION PARALLEL TANDEM GROUNDING OUTLET
3-WIRE GROUNDING OUTLET

EAGLE
PERFECTION IS NOT AN ACCIDENT

EAGLE makes them strong and reliable for you.

TECPHIL

CESAR A. CALIWARA, M.S.E.
PRESIDENT

DELTA MOTOR SALES CORP. BLDG.
QUEZON BLVD. – WEST AVE.
QUEZON CITY, PHILIPPINES

TEL NOS. 98-80-60 & 98-84-01
98-31-47 & 98-62-25

INTEGRATED BAR OF THE PHILIPPINES
955 QUEZON BOULEVARD EXTENSION
Quezon City, PHILIPPINES

Cable Address: INBARPHIL QUEZON CITY

Tel. Nos. 97-23-88
97-24-88
97-55-16

Liliano B. Neri
President

AN ASSOCIATION PLEDGED TO WORK FOR THE COMMON WELFARE OF ALL PEOPLE UNDER THE AEGIS OF THE NEW SOCIETY, NOT ONLY IN COMMERCE AND TRADE BUT IN ALL ASPECTS OF HUMAN ENDEAVOUR, TO THE END THAT ALL MAY LIVE AND PROSPER IN AN ATMOSPHERE OF FREEDOM AND MUTUAL UNDERSTANDING, UNITED AGAINST COMMON FOES, AND COOPERATING IN TRUE FRIENDSHIP FOR THE BETTERMENT OF ALL.

FEDERATION OF
FILIPINO-CHINESE
CHAMBERS OF COMMERCE, INC.

6th Floor, Federation Center, Muelle de Binondo, Manila
P. O. Box 23 • Cable Address: FECCOP
Telephone: 47-49-21

REPUBLIC OF THE PHILIPPINES
PROVINCE OF BATANGAS
Office of the Governor

CONGRATULATIONS!

GOV. ANTONIO J. LEVISTE AND THE PEOPLE OF BATANGAS SUPPORT THE GREENING OF METRO MANILA.

AS ITS HUMBLE CONTRIBUTION TO THE ALL-OUT TREE-PLANTING EFFORT, THE PROVINCE OF BATANGAS OFFERS FOR FREE, SEEDS AND SEEDLINGS OF LEPILI (GIANT HAWAIIAN IPIL-IPIL TREES).

GET IN TOUCH WITH BATANGAS METRO MANILA BUREAU, TEL. 88-58-67.

Compliments of

NORTHERN DEVELOPMENT & INDUSTRIAL CORP.

669 Aurora Blvd., Quezon City
Tel. No. 76-69-16; 70-86-31

Authorized Sales Concessionaire of:
Nu – Swift Fire Extinguishers
And
Olympic Typewriters, Calculators and Adding Machine

Atty. Simeon Marcos Valdez
President

Greetings from

Manila Consolidated Construction Corp.

Roberto Petines
President

Compliments of

SAN JOSE DEL MONTE CONCRETE AGGREGATES

(WHOLLY OWNED SUBSIDIARY OF R.M. SALAZAR, JR. CONST., INC.)

ROAD AGGREGATES – CONCRETE AGGREGATES
HOLLOW BLOCKS – CONCRETE PIPES

ROOM 304 DELTA BUILDING
WEST AVE., QUEZON
CITY
TEL. NOS. 98-31-47; 98-34-84

Greetings from

KAUSWAGAN EXPLORATION CORPORATION

PROSPECTING – COMPLETE MINING EXPLORATION
– SURVEYING
GEOLOGICAL REPORTS – PROJECT STUDY

ROOM 305 DELTA BUILDING
WEST AVENUE, QUEZON
CITY

TEL. NOS. 98-90-66; 97-77-30;
97-63-88

Greetings from

Pambansang Katipunan ng mga Barangay

BOARD OF DIRECTORS

NORA Z. PETINES
President

MISAEL VERA, JR
Executive Vice-President
Region IV–A

J. ANTONIO AMPARADO
Auditor
Region V

VIRGILIO A. TIONGSON
Vice-President-Luzon
Region II

ANTONIO AGCAOILI, JR
Director
Region I

EXEQUIEL BESARIO
Vice-President-Visayas
Region VII

ANACLETO BELLOSILLO
Director
Region VI

CLEMENTINO ESTELLA, JR
Vice-President-Mindanao
Region X

BALDOMERO MANGILIMAN
Director
Region III

ROSARIO BERNARDO
Secretary-General
Region IX–B

HADJI NAZAR A. TULAWIE
Director
Region IX–A

FERNANDO ZAMORA
Treasurer
Region XI

DATU NAGAMORA RINABOR
Director
Region XII

ROGELIO QUIAMBAO
Director
Region IV

DOMINGO A. ALLENA
Director
Region VIII

Greetings from

Northern Samar Sangguniang Bayan

Edilberto del Valle
Governor

Greetings from

The Municipality of Valenzuela

Hon. GERONIMO S. ANGELES	Mun. Mayor
Atty. VICTOR U. BARTOLOME	Mun. Administrator
Mr. MARIO S. URRUTIA	Barangay Coordinator
Engr. PERFECTO M. FRANCISCO	Mun. Engineer
Miss ROSALINA G. RESURRECCION	Mun. Treasurer
Maj. CALOCERO E. NAZARENO	Stn. Cmdr. MPF NPF-5
Maj. RUSTICO R. PAEZ	Chief, Fire Department
Dr. FRANCISCO R. REYES	Mun. Health Officer
Brgy. Capt. NORBERTO S. DE GUZMAN	Civic Action Officer

SANGGUNIANG BAYAN NG VALENZUELA:

Hon. Isidoro F. Arenas	Hon. Romeo Llenado
Hon. Pio Angeles	Hon. Edilberto Lozada
Hon. Erlinda Bandong	Hon. Isaac Mateo
Hon. Antonio B. S. Bernardo	Hon. Jose Pacheco
Hon. Ernesto Bernardino	Hon. Pedro Padrinao
Hon. Martin Candido	Hon. Anita Samonte
Hon. Wilfredo Chongco	Hon. Benjamin Santiago
Hon. Danilo Concepcion	Hon. Victor Sebastian
Hon. Zocimo Constantino	Hon. Emiliano Tanay
Hon. Francisco Cuadra	Hon. Vicente Tolentino
Hon. Carlos Darilag	Hon. Hermogenes Tongco
Hon. Florentino Dulalia, Jr.	Hon. Rodolfo Trinidad
Hon. Benito Encarnacion	Hon. Hermenegildo Urrutia
Hon. Norberto S. de Guzman	Hon. Millie Ann Uy
Hon. Petronio Llano	Hon. Isidro Valenzuela

Go out and vote on Referendum Day. It's your legacy in nation-building.

KATIPUNAN NG MGA BARANGAY
METRO – MANILA

President	ATTY. ROGELIO QUIAMBAO
Exec. Vice Pres.	MANUEL TORRES
First Vice North	RODOLFO CHUA
Second Vice South	NOLI CRUZ
Secretary General	AURORA PANLILIO
Treasurer	CECILIA TUAZON
Auditor	JUSTO MANALO
P.R.O.	MEYNARDO GONZALES
Business Manager	BENJAMIN SANTOS
Sgt. at Arms	DAVID DE LEON
	FRANCISCO PAULINO

BOARD OF DIRECTORS

DR. DEMETRIO CUNETA
MANUEL CARINO
PEDRO PADRINAO
BENJAMIN DELA CRUZ
CORNELIO MEDINA
RUBEN DOMINGO

BARANGAY COORDINATORS

AMADO CRESCINI
Caloocan Action Center
23-19-25, 23-88-10
23-54-56, 23-40-61

HERMINIO GONZAGA
Manila Action Center
48-84-47, 48-26-27
48-26-60

ENGRACIO PESEBRE
Pasay Action Center
80-70-71 Loc-251
345
80-33-66, 80-33-22

EDUARDO FIEL
Quezon City Action Center
98-29-68 99-88-76
98-03-57, 97-71-46

JOSE JIMENEZ
Las Piñas Action Center
83-71-78

JESUS ALBA
Pasig Action Center
692-69-69
692-39-38

DAVID DE LEON
Malabon Action Center
22-11-01, 23-21-01

NOLI I. CRUZ
Marikina Action Center
697-24-25
697-24-43

EDUARDO VALEDA
Muntinlupa Action Center
842-25-25

MARIO URRUTIA
Valenzuela Action Center
35-20-11 – 15

DANTE GARCIA
86-57-16, 86-57-06
86-19-25, 98-73-30
85-29-41 Loc. 228

RENE DE OLAZO
Navotas Municipal Hall
23-17-39, 23-18-01

MANUEL TORRES
Mandaluyong Municipal Hall
70-18-72, 79-70-57
70-18-71 Loc. Bgy.

RODOLFO CHUA
San Juan Municipal Hall
70-83-66, 70-47-36

MARIO CONSOLACION
Pateros Municipal Hall
692-57-11, 692-33-90

GAUDENCIO MORA
Parañaque Municipal Hall
83-00-11 L– 23, 24
83-81-54, 83-82-59

BENJAMIN SANTOS
Tagig Municipal Hall
692-42-11, 697-39-30
692-39-11

From dawn to dawn . . .

An experience in complete entertainment . . .



A memory as lasting as good friendship . . .

The ARANETA COLISEUM

QUEZON CITY, PHILIPPINES

The Araneta Coliseum stands today as one of the world's architectural marvels.

Located at the central district business of Quezon City, the Coliseum is one of several buildings at the Araneta Center.

One of the biggest in the world, with a total land area of 370,000 sq. ft., the Araneta Coliseum dwarfs the great Byzantine dome and the St. Peter's Basilica in Rome. It towers 220 feet from ground level and has a seating capacity of 32,000.

The Coliseum has a diameter of 357 feet and a covered area of 185,000 sq. feet and without a single post to obstruct the view.

Printed by HERALD PRINTING SERVICES



Mag-beer muna tayo!

San Miguel BEER

O...anong sarap. Isa pa nga!



SAN MIGUEL CORPORATION