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Dear Mayor Simon, Jr.:

May we please have the honor to forward to your office a complimentary copy of "METRO MANILA YEARBOOK & DIRECTORY," wherein your city/municipality is featured.

Copies of the "METRO MANILA YEARBOOK & DIRECTORY" are now available, and we are respectfully suggesting that you should provide each of your barangay a copy.

Additional copies can be obtained at the National Bookstore or at our office for a reasonable price of P75.00 a copy.

Thank you very much for this opportunity, and we wish to inform you that we are now working for the next edition of "METRO MANILA YEARBOOK & DIRECTORY."

Very respectfully yours,

LEONARDO Q. BELEN
Publisher & Editor

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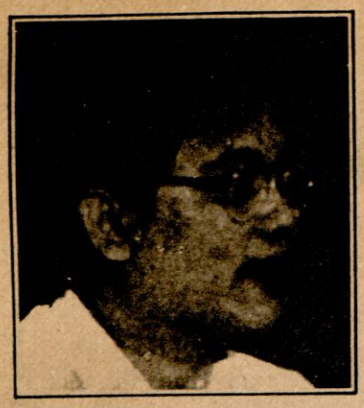

MESSAGE

Everytime a read-worthy publication comes out of the press, we feel deeply elated because this only proves one thing – that we are now reaping the gains of being a free country.

In this spirit, we great with heartfelt congratulations the publisher, members of the editorial staff and the clientele of the 1987 METRO MANILA YEARBOOK & DIRECTORY, a special project of the Promodynamics.

Significantly, the comprehensive and concise reports on the positive growth, developments, and changes instituted in Metro Manila in 1987 published in this publication make this Yearbook and Directory a valuable resource material for Metro Manilans in particular, and the country in general.

We have high hopes that through this publication, the general reading public realizes what it takes to achieve progress and honorable peace.

ELFREN S. CRUZ
Acting Governor



MESSAGE

To assemble a work like the METRO MANILA YEARBOOK & DIRECTORY is indeed a worthwhile activity, and with the 1987 Edition of this work, we hope to start a project which will serve well the needs for accurate information on what your local governments in Metro Manila are doing for you.

We also hope to start a more active inquiry on the part of the citizenry on all aspects of government service – taking note of their legal and moral magnitude.

It is our belief that the lack of citizens' inquiry and interest in the doings of government produces disservice to the people.

As we have said, this is just a beginning – the 1987 METRO MANILA YEARBOOK & DIRECTORY – of a realistic, "a spade is a spade" presentation of reports.

FRANK EVARISTO
Project Director
(President, Rajah Sulayman Rotary Club)

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ACKNOWLEDGEMENT

The publisher especially acknowledges the assistance of writer-columnist Jaime D. Paneza in the conceptualization and preparation of this Metro Manila Yearbook & Directory.

Cover Design: ERNIE CRUZ

From the Publisher

GOVERNMENT TRANSPARENCY

In line with the current Administration's policy of transparency among public offices, we are presenting here a profile of Metro Manila – the four cities – Manila, Quezon City, Pasay City, Kalookan City – and the 13 municipalities – Las Pinas, Malabon, Makati, Mandaluyong, Marikina, Muntinlupa, Navotas, Paranaque, Pasig, Pateros, San Juan, Taguig, and Valenzuela.

The profile attempts to show what the governments in these cities and municipalities have undertaken during the year in review, especially in the delivery of basic services to their respective constituencies.

And while the reports on each city and municipality are perhaps not extensive enough, or there were areas not covered, the reports can serve as an opening for any well-meaning citizen to delve deeper into the performances of the concerned cities and municipalities.

Questions will be asked, but these are indications of an aroused citizenry, who will now take a more serious cognizance of what is going on and thus seek an opportunity to contribute an effort or wisdom towards a more rational and positive development.

For that's the beauty of transparency. The people can have a ringside view of what's going on, and certainly, they feel attracted to it.

A rapport between government and people is immediately forged!

And with this first edition of the METRO MANILA YEARBOOK & DIRECTORY, we hope to provoke questions, and promote more transparency.

LEONARDO Q. BELEN

Editorial Staff



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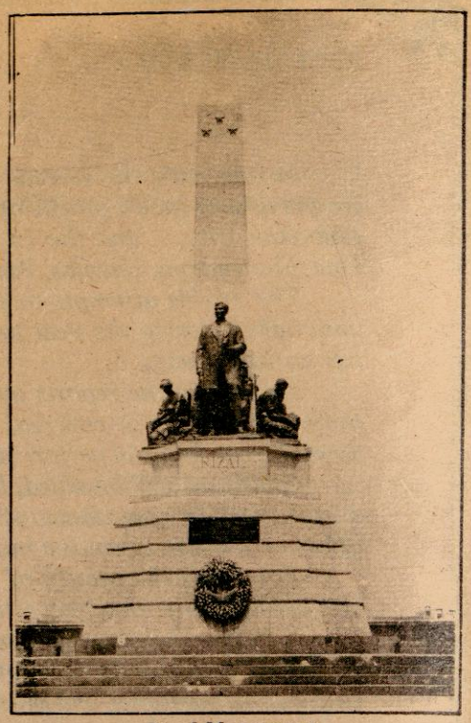
METRO MANILA
An overview

(Excerpts from a Metro Manila Commission report)



Rizal Monument

A city is the proudest testimony to peoples and their cultures. This form of adaptation – that is converging and living in a city – shows man's ability to organize himself into effective groups and achieve greater development through technology.

Throughout history, a city has stood as the place of opportunity, of excitement – a vital pulsating symbol of that never ending quest for a better life.

The forming of a city also sounded the death knell for all forms of feudalism upon the taking of deep roots of that modern blessing-curse; jobs, it also brought urban deterioration to most citiies.

Bustling, bursting megapolis of a Metro Manila is no exception. The megapolis continuously attracts hundreds of thousands of migrants from depressed rural areas.

As in every developing country in the world, the city continues to lure all those hopeful for the good, if not the better life.

Metro Manila, being at the "heart of the Philippines" is the CENTER of national activities: of government, of industry and trade, of finance and commerce, of education and culture.

Its geopolitical primacy is responsible for its continuing growth in terms of population and diversity of activities generated not only by the needs of the teeming humanity within its boundaries but also by its international tie-ups.

In 1986, Metro Manilans were estimated to be 7.15 million and growing at a rate of 3.17% from 1980. By 1992 or at the next presidential derby, Metro Manilans are expected to be around 8.38 million. These figures are 12.76% of the total Philippines population.

With the Primate City of Manila at its hub, Metro Manila known also as the National Capital Region (NCR) is composed of four chartered cities and 13 municipalities or towns.

These are shown in the following capsulized profile of Metro Manila.

PROFILE OF METRO MANILA

Metro Manila, also referred to as the National Capital Region comprises four cities and 13 municipalities.

AREA	Land Area (sq. km.)	Population (1980 Census)	% National Population (Persons / Sq. Km.)	Population Density (Persons/Sq.Km)
CITY:				
– Manila	38.5	1,630,000	3.389	42,571.4
– Quezon City	166.6	1,166,000	2.424	7,014.8
– Caloocan City	55.8	468,000	.973	8,383.8
– Pasay City	13.9	288,000	.599	20,702.9
MUNICIPALITIES:				
– Las Pinas	41.5	136,000	.283	3,289.5
– Makati	29.9	373,000	.775	12,462.6
– Malabon	23.4	191,000	.397	8,162.4
– Mandaluyong	27.0	205,000	.430	7,898.7
– Marikina	38.9	212,000	.441	5,439.9
– Muntinlupa	46.7	137,000	.285	2,926.7
– Navotas	9.4	126,000	.262	48,517.7
– Paranaque	38.3	209,000	.434	5,445.2
– Pasig	31.0	269,000	.560	20,659.2
– Pateros	2.1	40,000	.083	3,873.8
– San Juan	15.5	130,000	.270	12,508.5
– Taguig	33.7	134,000	.279	3,980.3
– Valenzuela	44.4	212,000	.441	4,518.4

OTHER DEMOGRAPHIC CHARACTERISTICS:

- Projected Population (1987) – 7,354,000
- Population Growth Rate (1980) – 3.6%
- Average Life Expectancy (1980) – MALE – 59.8, FEMALE – 63.4
- Infant Mortality Rate (1980) – 45.6
- Total Households (1985) – 1,304,700
- Percent of Households Speaking:

Top 3 Household Languages/Dialects Spoken (1980 Census)

1)	Tagalog	– 1,027,258	– 93.1%
2)	Ilocano	– 16,831	– 1.5%
3)	Other languages/dialects	– 59,474	– 5.4%



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MEDIA / COMMUNICATION FACILITIES

- Household with radio - 1,187,277 or 91%
- Households with television – 1,095,948 or 84%
- Households with newspapers – 782,820 or 60%
- Households with magazine – 521,880 or 40%
- Number of radio stations (1987): 46, of which 27 are AM Stations and 19 are FM stations
- Number of television stations (1987): 5, of which 4 are privately owned and 1 owned by government
- Number of local dailies (1987): 18, of which 12 are broadsheets and 6 are weekly newspapers
- Number of cinema houses (1987): 189
- Number of Post Offices (1987): 88
- Average mail volume (1987): 825.3 million
- Number of Telegraph stations (1987): 43
- Number of telex facilities/stations (1987): 15
- Number of point-to-point radio telephones (1987): 21

EDUCATION

- Combined number of government and private schools (school year 1986-1987): 1,593 including 19 special schools
- Total enrollment in public and private schools (School year 1986-1987): 1,959,219 broken down as follows :

1) pre-schools	–	70,509
2) elementary schools	–	952,167
3) secondary schools	–	486,227
4) tertiary institutions	–	450,316

- Total number of teachers in public and private schools (school year 1986-87): 59,072 broken down as follows:

1) pre-school teachers	–	1,793
2) elementary school teachers	–	26,426
3) secondary school teachers	–	16,278
4) tertiary institutions teachers	–	14,575

- Literacy rate (1980 NCSO census): 95-97% with Makati having the highest level of literacy rate (98%) and Valenzuela having lowest literacy rate (92.5%).

HOUSING

- Number of Household in occupied dwelling units (1980); 1,103, 563 broken down as follows :

single house	–	702,817
duplex	–	58,507
apartment/accesoria/ condominium house, etc.	–	250,576
improvised (barong-barong)	–	77,119
commercial/industrial/ agricultural	–	12,478
other housing unit, natural shelter, boat, etc.	–	963
hotel, lodging house, dormitory, etc.	–	286
institutional (hospital, convent, school, dormitory	–	561
other collective living quarters	–	256

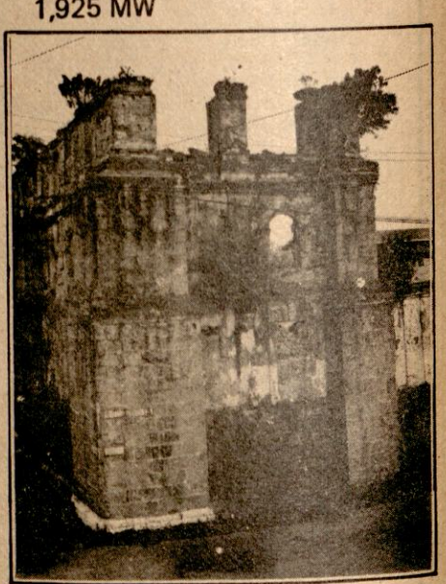
- Percentage of households using electricity: 92.9%
- Number of URBAN BLISS SITES (1983): 17 with complete and occupied units comprising a total of 157 medium-size buildings with 2,790 condominium types of apartelles
- Number of accelerated BLISS units (1983): 70, 40 units in Tondo Foreshore and 30 units in Dagat-Dagatan
- Under NHA's Slum Improvement Program, upgraded and generated a total of 4,516 homelots and improved 4,192 units in depressed areas of Metro Manila
- Flexihome models (small prefabricated wood units) are expected to number more than 2,383 units in Metro Manila.

ECONOMY/LABOR

- Average Family Income (1985): P58,197.00
- Average Family Expenditure – P48,475.000
- Unemployment Rate (1986): 22.1%
- Consumer Price Index (1978 = 100): 365.6
- Metro Manila represents 80% of the country's entire economic growth
- Percentage share in industrial production of the country (1983): 90%
- Top 3 industries with the most number of employed persons (1985):
  1) Wholesale and Retail Trade – 481,000
  2) Manufacturing – 431,000
  3) Transportation/Storage/ Communication – 204,000
- Top 3 occupational groupings (1985):
  1) Production and related workers, transport equipment operators and laborers – 701,000
  2) Sales workers – 446,000
  3) Service workers – 410,000

INFRASTRUCTURE

- Total road network (1987): 2,988.295 kms.
- Length of bridges (1987): 10, 815.66 kms.
- Total number of airports (1987): 2
- Total number of seaports (1987): 3
- Total electric capacity (1987): 1,925 MW



Intramuros ruins

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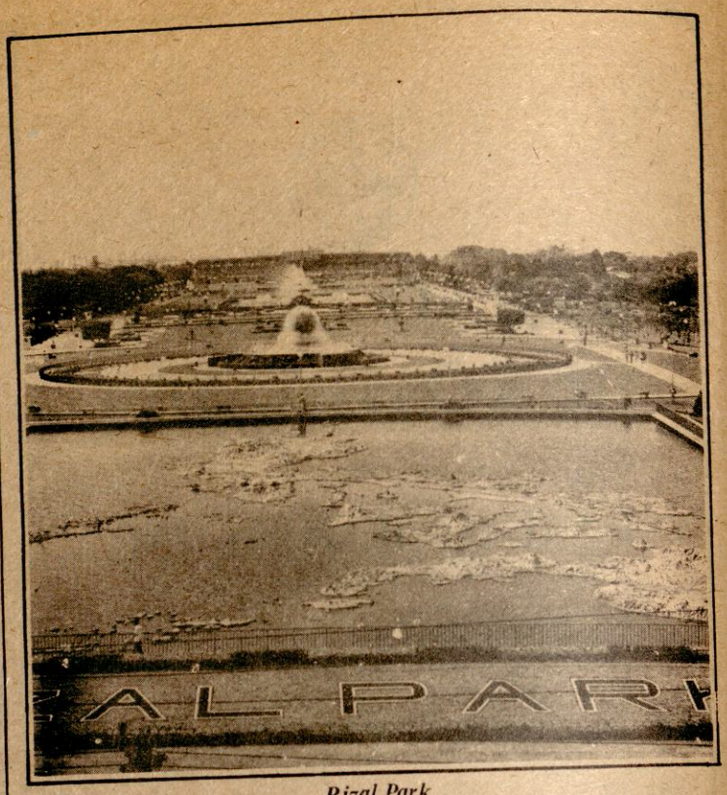
NCR HOUSEHOLDS MEDIA OWNERSHIP

(Metro Manila)

	Number	%
Total households in Metro Manila	1,304,700	91
Households with radio	1,187,277	91
Households with television	1,095,948	84
Households with newspaper	782,820	60
Households with magazine	521,880	40

PRINT MEDIA

Daily Newspapers	–	18	(as of March 1987)
Broad Sheets	–	12	
Tabloids	–	6	



Rizal Park

METRO MANILA'S PHYSICAL FEATURES AFFECTING URBAN DEVELOPMENT

Metro Manila rests on a shelf formed basically by a ridge of volcanic tuff, locally called "adobe", which has solidified from volcanic ash. To the West, the ridge is bounded by geologically recent fluvial deposits of sand, silt, gravel and clay. To the East of the ridge are similar deposits, transported by the Marikina River, topping a valley formed by a downward and tilted fracture or fault.

The present physiography of Metro Manila consists of six (6) zones namely:

- Manila Bay
- the Coastal Margin (and Reclaimed Land)
- the Guadalupe Plateau
- the Marikina Valley
- the Laguna Lowland
- Laguna de Bay

URBAN DEVELOPMENT TREND

Private sector investment decisions are the major factor in determining the direction and timing of growth of Metro Manila. However, market forces on their own are unlikely to produce an efficient land use pattern. The prime aim of the private developer is to maximize returns. Very rarely does he give much importance to the implications of development on the city itself or on the welfare of its people.

LAND USE STATISTICS

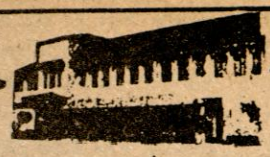
Within the urban area, there is something of the order of 10,000 hectares of vacant or undeveloped land. Only 3.5% of these lands are in government ownership. The main concentrations are in Caloocan City, Valenzuela, Pasig and Muntinlupa. In addition, there is much underdeveloped land e.g. partially developed subdivisions, golf courses, army camps and other government owned lands.

In 1985, the average gross urban density of the NCR was 109 persons per hectare. Clearly some areas of the city will have special reasons why densities are low e.g. major commercial and industrial centers, fishponds, agricultural land, the airport, or areas liable to flooding. In 1980, eleven of the seventeen cities and municipalities that make up the NCR had population densities below the NCR average. These were Caloocan City, Mandaluyong, Quezon City, Las Pinas, Malabon, Marikina, Muntinlupa, Paranaque, Pateros, Taguig and Valenzuela. Most of these areas are already served with main infrastructure and would require only secondary distribution systems or secondary and local roads to support development.

LAND USE TREND

Within the overall growth of the metropolitan area, there have been marked changes in the land use pattern responding to the social, economic and political activity and the opportunities for development In recent years, land use trends can be summarized as follows:

a. the decline of the inner city areas coupled with an increase in the density and size of squatters housing area;
b. the development of residential subdivisions for the middle and upper income markets on the urban periphery where land is cheaper;
c. the relocation of existing and the location of new industries outside the main urban area to the north and south along major transport routes and to the east in the Marikina Valley;
d. the conversion of agricultural areas to residential and/or commercial use due to the



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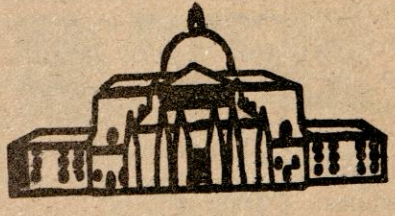

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construction or upgrading of infrastructure; and

e. infilling of the urban area with high density housing.

Residential Areas

The predominant single land use in Metro Manila is residential occupying 33% in 1978 and expanding to 37% in 1980. The high density, generally poorer housing areas are concentrated around the central commercial and tourist core of Metro Manila; in a concentrated belt to the north of the Central Business District from Tondo to Caloocan; in small pockets in Quezon City, Manila and Pasay; and scattered throughout the semi-rural settlements on the urban periphery. Better quality housing areas are generally located along EDSA – to the south and southeast in the areas of Makati, Greenhills, San Juan and Paranaque; and to the northeast in the areas of Sta. Mesa, the quadrangle in Quezon City, New Manila and Marikina Valley.

In recent years, new residential growth has been characterized by developments in the suburbs and infilling within the urban area. Executive housing moved to the periphery of the urban area, to the newly developed subdivisions to the north around Novaliches, to the east in the Marikina Valley and the foothills of the Sierra Madre Mountains; and to the south at Las Pinas and along Laguna de Bay in Binan and San Pedro, Laguna. This shift is a result of cheaper land, a general decline in the traditional central area in commercial and environmental terms, the growth of new employment centers at the new Government Center, Cubao and Makati, and new roads and improved access.

Commercial Land Use

This occupies 4% of the NCR Traditionally, the main shopping areas were located within the City of Manila in the predominantly Chinese trading districts of Divisoria, Binondo and Tondo.

During the 1970's, fundamental changes took place following urban expansion and rising congestion. New shopping centers and commercial activity developed outside the City of Manila. The first propose built center was the Sta. Mesa Market located near the boundary of Manila and the growing residential neighborhood of Quezon City. Later, the Araneta Commercial Center in Cubao was the first integrated commercial complex with shops, entertainment and financial services. The next and more ambitious complex was developed in Makati, next to the major financial and office sub-center. The decline in relative importance of the Central Business District and the loss of some of its functions to the rapidly expanding Makati commercial area started during these years. This development has probably had the largest single influence on the physical growth of Metro Manila.

Also, during the seventies, similar retail centers have been established at Greenhills and Harrison Plaza. More general expansion of shopping has taken place in Caloocan City around Monumento and the main traffic arteries and the tourist district of Ermita.

Recent years have seen a further intensification of the commercial centers of Makati and Cubao. Makati now has a concentration of high rise offices, of industrial corporations, international banks, major financing institutions, embassies and consulates, major hotels, shopping and entertainment complexes. The Greenhills area is also fast developing.

Industrial Land Use

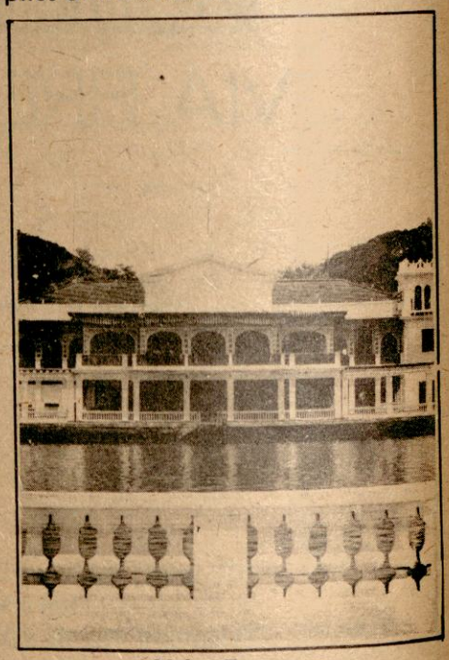
Industrial land occupies about 5% of the urban area.

Traditionally, industries were located at Pandacan, Paco and San Miguel to take advantage of the central location and the proximity to the Port Area and the Pasig River. In 1960, there were three main areas containing concentrations of industry. The largest ran east from the center of Manila along the Pasig River to Mandaluyong and in smaller pockets up the Marikina Valley, reflecting the earlier dominance of the main waterways for transporting periphery and also along the MacArthur Highway. To the south at that time, there was only a small concentration of industry south of Taguig.

By 1975, the pattern of location had clearly changed to reflect the emerging dominance of the new main highways in influencing the choice of sites by industry. While still favouring the outskirts of the built-up area, the main expansion of industrial land use moved north to the Balintawak area near the junction of EDSA and the North Diversion Road, along the Quirino and MacArthur Highways; and in smaller pockets along the minor roads running east from Valenzuela to Novaliches.

Scattered development has also taken place to the east and south moving outwards along the main highways. To the east, industry has confined itself to the Marikina Valley on and around Ortigas Avenue and to the south along the South Superhighway to Muntinlupa and beside the old Manila South Road.

The trend for new industrial development in recent years reflects the need of industry to find cheaper sites on the periphery with good transport links to markets and supplies of new raw materials.



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MMC IN ACTION 1987

To carry on its metro-wide services effectively, the Metro Manila Commission, upon the initiative of then MMC Gov. Joey Lina, created task forces for the following:

1. Cultural Affairs and Sports
2. Peace and Order
3. Health
4. Political and Barangay Affairs
5. Management
6. Operations
7. Flood Control and Infrastructure
8. Education
9. Traffic and transport
10. Markets
11. Hawkers
12. Vendors
13. Urban Poor and Livelihood
14. Finance

Institutional Land

Institutional land use occupies 5 percent of the NCR. Institutional uses were traditionally concentrated in the Central Business District (major government offices, higher education establishments and hospitals). Over the years, they have expanded in Quezon City (the Government Center and the University of the Philippines) and to Taguig where a large tract of land is designated for the military's use.

With the implementation of the government's policy of decentralization and the lack of space to expand their existing facilities, major universities and health institutions have developed in Quezon City. Many government offices also relocated to the new Government Center at Quezon City. With the designation of a part of the reclamation area as a financial center, major government-owned financing corporations have started to build their head offices there. In addition, small institutional uses are spread throughout the urban area e. g. health centers and primary and secondary schools.

In 1987, three major projects were launched: Project Garbage Action Linis, Project Operasyon Buklod and Operation ng Bayan.

In the area of financial management, the Commission introduced a new financial resource allocation scheme: reduction of statutory contributions from the previous 20% to a comfortable 15%. Along side this were improvements in tax collections, payroll processing, payments of obligations and bidding procedures. Revenue collection greatly improved through the computerization of real property assessment.

MMC Services

Health

Significant projects undertaken in 1987 included:

1. Kalusugan para sa Lahat – outreach program which operationalized 57 medical clinics serving 21,466 residents.
2. Bayanihan sa Kalusugan – free dental services to 8,377 residents of the depressed areas.
3. Accelerated Polio Plus – immunization for children.
4. Blood Pressure Check-Up and Electrocardiogram tracings for MMC employees supplementing the regular dental and medical services.

Environmental and Sanitation Program

Actual garbage collection in 1987 increased by 87.32%. At present there are eight existing dumpsites located in Balut, Tondo, Malabon, Caloocan City, Valenzuela, Payatas, Pasig and San Pedro, Laguna.

Land Use and Zoning

A comprehensive zoning ordinance for the National Capital Region was updated to make it applicable to recent land-use developments.

Infrastructure Maintenance and Development

A total of P48,175,049.32 was generated from building clearances for 1987, with Makati generating the highest income of P10,218,881.99 and Manila ranking next with P10,216,235.58. Excavation permits issued in the same year totalled 297, generating an income of P70,627.46.

Under the World Bank Project, Metro Manila Infrastructure Utilities and Engineering Program (MINUTE), 50 contracts worth P38.94 M have been committed under water supply, sanitation, drainage, and street works. Total accomplishment was estimated at 50.4% for the year 1987 program of work.

During the year road repair and improvement works were also undertaken in the areas of Antipolo St., Gagalangin, Tondo; Tayabas Exit; A. Fernando and B. Fernando Sts., in Tondo; P.M. Guanzon st., I. Mendoza St., in Paco Manila; Dasmarinas St. in Binondo.

In the operation "Panakip Butas" 1,950 metric tons of asphalt were consumed to cover the patholes in 94 streets in various areas in Metro Manila.

Traffic Management

A special project undertaken by the Commission was the "Parking space with Pay Project" whose objectives were: traffic decongestion and employment of out-of school youth. The project generated an income of P7,316,343 for the year 1987. In addition, another project was conceived by the commission to help alleviate traffic conditions in Metro Manila, dubbed as the "Bus Stop System and Yellow-Box Intersection."

Total revenues collected representing fines, penalties for traffic violations, clearances and other fees amounted to P5,676,535.00

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MANILA ON THE GO



Manila is as different to as many people.

The city is varied, contrasting, colorful, bustling, fascinating – to some.

To others such as one of the living masters of the English language, Nick Joaquin, ''one of the let's face it – the ugliest, dirtiest, most depressing cities in the world.''

''For the majority of Manilans, the city about sums up everything that's wrong with the country,'' he also said.

Certainly there are at least two sides to Manila. It is a city of extremes, of many moods or many guises. She is beauty and monstrosity; she is gaiety and sadness, triumph and tragedy, lust and love.

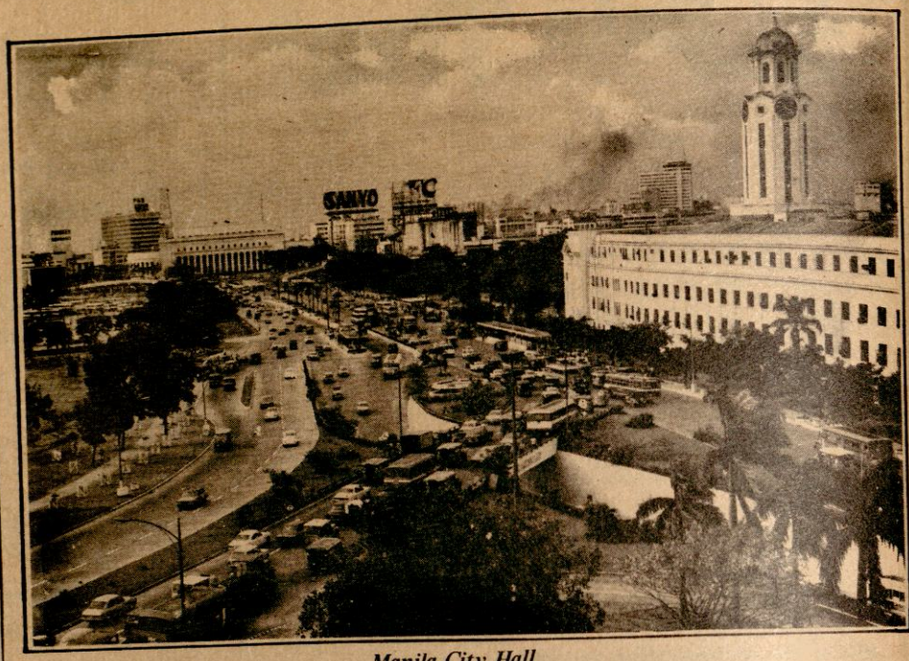
That was how another writer described the city which has the original name of May-nilad derived from the abundant flowering water plants on the Pasig river.

The name Maynilad conjures legend and history, it evokes images of growth, change and urbanity.

To most Filipinos, Manila is ''the center of progress, excitement, freedom from dullness and confining pressures of village or small-town life, and myriads of advantages which through luck and effort will be had by those in search for them.''

Right now, however, one fact about Manila is incontrovertible: it is the center of the Philippines' largest agglomeration.

Ang laki na ng Maynila! She has grown tremendously from a mere super-barangay at the time of Rajah Sulayman when there were only some 2,000 inhabitants, including 40 Chinese, 20 Japanese and at least one Portuguese mercenary expert in artillery.



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MANILA. . .

On June 3, 1571, the *adelantado* Miguel Lopez de Legazpi founded the city of Manila and designated her Spain's capital in Filipinas.

From then on Manila's growth and expansion was nothing short of monumental.

By 1875 Manilans had reached 150,000. From a small settlement with a subsistence economy, most of its houses built of bamboo and nipa, Manila had changed into a city of wood, brick and stone befitting its status as colonial capital and emporium.

To this day, parts of old Manila retain its Spanish and Latin American architectural pattern.

The first quarter-century of Hispanic colonialism established Manila as the country's paramount city, the nascent primate city of the Philippines. She has kept this leading position throughout 375 years of foreign rule and up to the Philippines' achieving a semblance of independence.

MANILA: CENTER of the Metropolis

Politically and geographically Manila is easy to identify. The city charter limits her territory of 38.28 sq. kilometers (14.3 sq. miles.)

Manila is bounded in the north by Caloocan City and Navotas, in the northeast by Quezon City, in the east by San Juan and Mandaluyong, in the southeast by Pasay City and Makati and in the west by Manila Bay.

These boundaries are delimiting to say the least for from the core city of Manila as hub "the city" has grown and expanded to envelop presently the four cities and 13 towns around her.

These expansion and growth is expected to encompass some other adjoining cities and towns in nearby provinces by the year 1992.

This continuing growth justifies the city being called the symbol of the entire country, of nationhood, development and progress and the modern Filipino. In fact to most of the world, Manila represents the whole country.

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Ospital Ng Maynila Chief	GLICERIO MIJARES
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Manila Tourism OIC	SYLVIA LACUNA
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Given its present resources, the city has almost reached saturation density, its employment opportunities, almost nil, housing, transportation both bursting; water supply and sewarage and other environmental facilities largely inadequate.

The city's years of most rapid growth were from 1910 to 1950. Data showed that galloping density was caused by massive in-migration more than by excess of births over deaths. This was made possible by packing existing dwelling putting up two-story accessories or apartments and some high rises, by filling vacant lots and subdividing old lots.

Given this problem alone – density saturation point – and its overreaching tentacles of inter-related mindboggling problems, any city executive has faced and still faces administrative nightmares.

For instance, how does a city mayor cope with the sheer pressure of overcrowding and the myriads of other prblems it brings about?

MANILA ON THE GO

Manila city mayors have come and gone. Each has left his own brand, style of administration. Or lack of any.

Some, will be long remembered like the colorful Arsenio 'Mambo" Lacson who left a legacy of a no-nonsence way of running City Hall.

Others, who should not be mentioned anymore in fairness sake, can just easily be consigned and must be better to kind oblivion.

Because some of them contributed significantly to the city problems through their excesses by commission and ommission.

Long suffering Manilenos may expect long aspired for respite from the stressful and debilitating hussles that bedevil the city.

Hopefully the ascendancy of the Mel Lopez, Jr. brand of urban man-

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agement will bring about the hoped and longed for vital changes in running the affairs of the city.

Even with just his stint as Officer-in-Charge in some 20 months of the Aquino government, Lopez has shown indications of being a better administrator than most of his predecessors.

For one he put back in the black the city coffers which he found in complete disarray upon his being named OIC just right after the so-called EDSA revolution.

Tony Acevedo, the city treasurer, handed Lopez a statement saying that the city owed almost P540 million.

From being so much in the red, the city as of December 1987 has P190 million with the Philippine National Bank, another P30 million with the Land Bank.

It was also learned that at any given time then the city has cash on hand anywhere between 25 million to P40 million.

During his incumbency as caretaker Mayor, Lopez also was able to almost double the city budget from P594 million to P980 million.

One magazine article cozes with the most apt description of Lopez: he was a good provider for his city and therefore has the makings of a good mayor, even a great mayor.

The then OIC and now a fully elected mayor is the living proof that the funds needed to produce and deliver public service can be raised without imposing new taxes or hiking old ones nor borrowing.

With the funds raised, Lopez went all out implementing the center piece of his administration. "the Manila on the Go."

This is his statement of principle, an expression of commitment to Manilenos, a program of government.

Manila on the Go is a package of programs to cover all services that an effective city government can give to its constitutuents.

One of the most visble parts of the program is a medical-dental outreach for depressed areas of Manila.

Daily, P20,000 worth of medicines are distributed to those needing medications. This is just a portion of the sustained daily civic action effort that begins at 5 a.m. and by 10 a.m. has served some 700 people.

Lately, after the overwhelming mandate given to Lopez, a new feature was added to the program — that extended by the city's department of public welfare. Rice and other basic goods are being sold at subsidized prices to residents.

The "Manila Goers" include aside from Hizzoner, of course, a lawyer to give legal advice to those needing it in the target area, a police team to receive complaints against abusive lawmen and also to look into the peace and other situation.

The program also includes a livelihood training program for young people to learn how to make soap, furniture and other useful marketable items.

Being a one time amateur boxer and mahogany floor artist during his college days, Lopez did not lose sight of the need for a sprawling P12.5 million sports complex put up in Tondo.

This is a 10-in-one edifice that houses a basketball gym, auditorium, boxing rings, wrestling and judo gyms, a swimming pool, tennis court, a sports library and also a police station. Lopez also caused the building of a boxing gym on Roxas Blvd. and T.M. Kalaw.

These and other components of the Manila on The Go program brought about less visible but more significant results.

For instance in 1987 an aggregate P46.6 new investments poured into Manila, investments-wise.

Stepped-up revenue collection in the city also made possible the launching of projects without resorting to additional taxes or borrowing.

Also during Lopez' stint as mere OIC the city has reversed its sell-out stance. The city is now buying up buildings and tracts of land.

Well-meaning and well-intentioned Manilans may have now more reasons to hope and to believe that their 'proud and ever loyal city'' will re-assume her long-lost position as the country's premier business center.

What with a program of government drawn up by Lopez and a select core group of experts in city adminstration that include: Judge Juan Nabong, who was plucked from the judiciary, and asked to help the Mayor as city administrator; city treasurer Tony Acevedo, who though a hold over from the previous city administration is a thorough-bred professional in his line of expertise — sound fiscal management of the city's money; City Secretary Greg Ejercito who has served as little mayor since anyone cares to remember; and City Legal Officer Totoy Casibang who has been attending to the rights and fiefs of the city; Pete Villanueva, President of the Pamantasan ng Maynila, and Jose P. Cortez, PLM regent and Mel's adviser on urban development.

The ten-point program is expected to bring about the foundation of a new vision for Manila. It includes:

1. delivery of basic social and health services as embodied in the Manila on the Go project
2. improvement of peace and order
3. education and youth development
4. health and sanitation, including permanent solution to that symbol of Philippine poverty, the Smokey Mountain
5. improved business climate conducive to investmentt
6. livelihood projects
7. infrastructures
8. traffic and transportation
9. closer relationship between barangays and the city government as well as the national government and
10. strong financial position through sound fiscal management

COVENANT WITH THE PEOPLE

Expectations of Manilans are high that these programs of government will be carried out with the help of the 36-man city council who were also given the task of restoring Manila to its rightful place as the premier city in the Philippines.

In fact, Lopez himself addressed them and Vice Mayor Lacuna as "my partners-in-city government" during the inaugural session of the city council.

Manilenos are expecting them to be no less than that — true 'partners-in-city government''.

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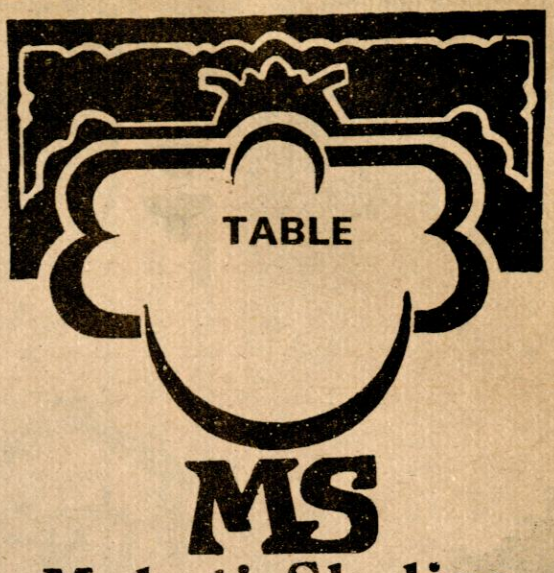

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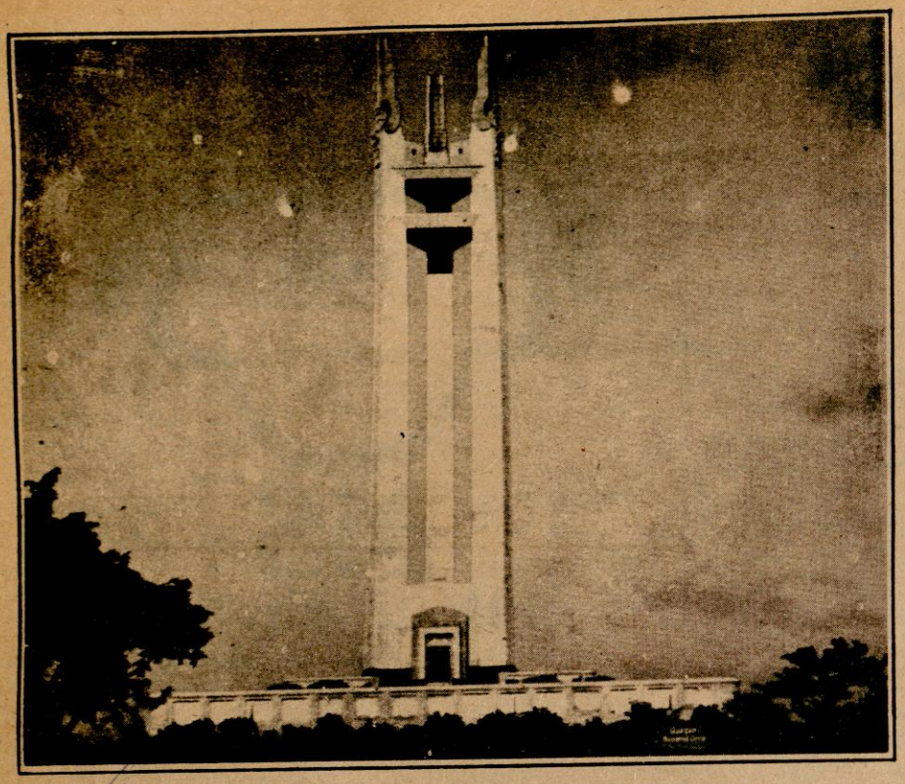

QUEZON CITY

A vision

"A new edifice shall rise, not out of the ashes of the past, but out of the standing materials of the present."
– President Manuel L. Quezon

This was the vision of the late President Quezon, to establish a capitol city carved out of beautiful parks and avenues, laced with broad streets and properly zoned industrial, business, and residential areas that would ultimately brace the needs of the future. Truly a man of foresight, he fashioned what was once a vast expanse of cogonland into what Quezon City is today – a self-contained, bustling metropolis very much at the center of commerce and trade.

The turning point came when the late President chose the site to be the foundation of a dream that was to be realized later, and to be passed on to his successors. Thus, the enactment of Commonwealth Act. 502, on October 12, 1939, which created Quezon City.

To start the administration of the city, President Quezon assumed the duties of the city mayor, from Oct. 12, 1939 to Nov. 8, 1939. He formed a city council and then designated Tomas B. Morato as mayor, to grant the city local autonomy.

Over the years, since the time of its first mayor, Quezon City has survived the transgression in history, including the outbreak of World War II. The city has, thus far, enriched itself under the administration of eight successive mayors. However diverse and multi-faceted their programs, their goals were all the same: The realization of its founder's dream!

QUEZON CITY

BRIGIDO SIMON, JR.
MAYOR

VICENTE SOTTO III
VICE MAYOR

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WILMA SARINO
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TEODORO M. RAMOS
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SECOND DISTRICT

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VICENTE BIGLANG AWA
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THIRD DISTRICT

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TOMAS CASTRO
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EDUARDO DAVID

FOURTH DISTRICT

CIELITO DEL MUNDO
RICARDO DEL ROSARIO
FRED MONTILLA
HERMINIO BAUTISTA
FRANCISCO PANGILINAN
GUILLERMO ALTUNA

Significant achievements of each Mayor

Tomas B. Morato – despite very limited resources, he was able to construct roads in accordance with the Frost (Commonwealth government's architectural adviser) master plan. He was able to contain criminality despite a police force of only 48 men.

(Continued on page 26)



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TO FULFILL A VISION- Quezon City



By Mayor Brigido R. Simon Jr.

(Delivered during the inaugural session of the City Council)

It is a distinct pleasure to be here with you this afternoon. We are gathered here not only to witness history but to take part in its making. By God's merciful design we have been chosen to preside over this final act in the restoration of democracy in our city.

With the inauguration of our new city council we now have a fully effective democratic city government in place. As chief executive of the city, I should be the first to acknowledge this development. It is now possible for me to share the burdens and the pains of serving the good people of this city.

I lay particular emphasis on the aspect of sharing the burdens of service for that is what lies at the root of our dynamic relationship. Between the mayor and the council is a partnership, a bond of service that must be preserved at all times if the chain of public service is to remain intact. Without that sense of partnership all else is bound to fail and the best plans of either party to the partnership are surely bound to fail.

We must, in short, cooperate with each other or suffer the consequences of failure and disfavor. In this we cannot fail the people. They are surely looking up to us at this moment to bring about the best of their hopes and the fondest of their dreams. We have an obligation to make that partnership work.

We can begin doing that by sharing perceptions. Before attempting to solve the problems of the city we should first of all, share a common perception and a perception of these problems. Then and only then can we begin to systematically address them.

FISCAL POSITION

With the establishment of a legislative body in the City Government, no expenditure for whatever purpose can be made without a corresponding ordinance enacted by the council appropriating the necessary funds. It is to be expected, therefore, that the fiscal position of the City Government should be of prime interest to the council.

During the past year, 1987, the City Government realized a total income of P501,816,728.65 broken down as follows: (1). **General fund** – 396,227,191.30 (2). **infrastructure fund** – 50,457,465.23 and (3). **special education fund** – 55,132,072.12. A big drain on the income of the City Government is the 18% contribution to the Integrated National Police in the amount of P52.6 million last year and the 20% contribution to the Metro Manila Commission in the amount of P56.4 million.

Despite the fact that tax collection in 1987 fell short of targets, the total 1987 income was still more than the total 1986 income of P420,458,361.49 of which P368,740,476.29 constituted the general

QUEZON CITY MAYORS

Ponciano Bernardo – jan. 1, 1947 - April 28, 1949. It was during his term RA 333 was made into a law, making Quezon City the National Capital of the Philippines and the permanent seat of the National Government.

Nicanor Roxas – May 4, 1949 - Jan. 6, 1950. Although he had a short term of eight months, it was made significant with the inauguration of the city as the National Capital of the Philippines on Oct. 22, 1949. The corner-stone of the capital building was laid on the Constitution Hill.

Ignacio Santos Diaz – Jan. 6, 1950 - Dec. 30, 1953. Otherwise known as the "Builder." During his tenure he was able to construct 29 public buildings. A new law increased the area of Quezon City to 15,359 hectares. The number of councilors inevitably increased to eight.

Norberto Amoranto – Jan. 1, 1954 - March 31, 1976. He served the longest term as mayor. Among his accomplishments were the codification for the first time of all city ordinances on taxes, and revenues; public works construction such as school buildings, health centers, public markets, parks and playgrounds, libraries, building of roads and the construction of the 14-storey City Hall.

Adelina Rodriguez – April 1, 1976 - April 13, 1986. First lady Mayor; she is often cited for her barangay and social welfare projects, among her important achievements were : comprehensive program on manpower development, infrastructure, slum development, educational and health improvement, cleanliness and beautification projects. She organized a training center for women and involved more women in civic projects.

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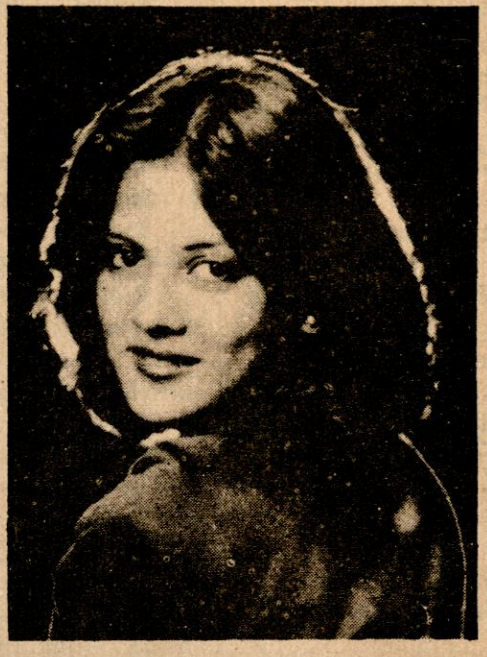

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TO FULFILL. . .

fund while P51,717,885.20 the infrastructure fund.

The biggest source of revenue came from real estate taxes: It increased from P146.6 million in 1986 to 163.7 million in 1987 or an increase of 12%. The increase was due to the unrelenting tax mapping operations of the city assessor's office which ferreted undeclared or misdeclared real properties in Quezon City resulting in the increase of total taxable valuation from P12,597,947,990.00 in 1986 to P13,661,953,670.00 in 1987 or an increase of P1,064,-003,680.00.

For this year, the estimated income of the city government is P513,799,437 for both general and infrastructure funds which is P55,149,937 more than last year's income of P458,649,500. Based on this estimated income, the budget office prepared the executive budget for 1988 which appropriates P456,970,351 for the GENERAL FUND and P47,836,957 for the **infrastructure fund.** This budget was approved by the MMC last Jan. 13.

The expected increase in this year's income will not be achieved by the imposition of new taxes. It will be achieved by an intensive tax consciouesness and collection drive. With the lifting next month of the amnesty on real estate taxes, the city government expects to collect about P40 million from delinquent real properties through an auction sale.

PEACE AND ORDER

THE PEACE AND ORDER SITUATION IN QC IS FAR FROM BEING SATISFACTORY.

The police, however, should not be simply denounced. For one, it is badly undermanned. For a population of 1.8 million people occupying an area of more than 16,000 hectares, almost five times bigger than Manila. The police force has a total strength of 1,825 officers and men, but many policemen are detailed elsewhere leaving an effective strength of only 1,222. This means a ratio of one policeman for every 1,500 residents which is far below the ideal ratio of one policeman for every 500 residents.

The facilities and equipment of our police force are also very inadequate. The City Government has been extending vehicular and communication facilities assistance. Aside from the 18% mandatory contribution, the City Government has also extended financial assistance to the QC police for various purposes: purchase of additional patrol cars and maintenance of gasoline subsidy, repair of vehicles, improvement of police headquarters, reloading machine needed in target practice and others. In 1987, the financial aid given including the salary of the People's Patrol Group was P18 million.

We have also ordered the QC Police to conduct a vigorous drive against bold shows in discos and beerhouses which abound in QC. And dialogues with night establishment owners are regularly being conducted. The drive will be pursued relentlessly. The problem of obscenity and pornography, however, cannot be solved by police action alone. The public must cooperate – the night habitute especially – by refraining from patronizing nite spots that purvey sex and cater to obscenities.

QUEZON CITY,	
City Administrator	ERNESTO M. VILLAREAL
City Engineer	(Acting) Engr. NORBERTO CABIGAO
City Assessor	APOLINARIO PAVIA
City Health Officer	Dra. MAGDALENA IBANEZ
City Budget Officer	(Acting) JUANITO ORTIZ
City Personnel Officer	ARTURO LORIA
Licensing/Permit Division Officer	(Acting) PATRICIO DUMLAO
Police Station Commander	Lieut. Col. RODOLFO GARCIA
Fire Station Commander	Col. ROMERO
City Treasurer	Atty. AGUSTIN TALABERA
City Attorney	Atty. NESTIE HILARIO
City Librarian	RELINDA FELICIANO
City Auditor	LOURDES POSADAS
City Fiscal	JOSE ERISTAIN
City MSSD Officer	MARIA TERESA MARIANO
Secretary to the Mayor	MARIA TERESA MARIANO
Barangay Operations Officer	ALBERTO SENO
Environmental Sanitations Officer	Capt. SANTIAGO TORRES

To check the spread of highly communicable diseases, we issued an Executive Order requiring hospitality girls and massage and sauna bath parlor attendants to submit themselves to medical tests.

DRUG ABUSE

Aside from economic difficulties, a major cause of crime is drug abuse. Most of the more vicious crimes, like rape and murder and the senseless killings, are committed by persons high on drugs. It is the office of the vice mayor that is charged with the task of administering the Quezon City Anti-Drug Abuse Council.

Drug abuse is a grave problem in Q.C. that may get out of hand if not contained in time. It is rampant among the youth and in all income classes in the city.

In line with the emphasis on preventive education, the Q.C. Anti-Drug Abuse Council conducted last year 85 orientation seminars, lectures, symposia in barangays, schools, and government offices reaching a total audience of 6,375, NAF distributing 140,000 pieces of information materials.

Elements of the Q.C. Police Anti-Narcotics Unit arrested 286 persons. The Anti-Narcotic Hotline, received 9,843 calls of which 225 were information on illegal drug traffickers and 302 on requests for assitance on drug-related cases.

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TO FULFILL . . .

FIRE PROTECTION SERVICES

Another kind of protective service is rendered by the Fire Department. It has a personnel strength of 329 officers and men. It has 18 fire sub-stations and 28 fire trucks.

Last year, 222 structural fires occurred causing property damage of P185 M, the death of three civilians and injury to 13 others and 15 firemen.

The very building we are in has been called a fire trap.

In 1981, a fire hit City Hall. The cause: negligence. An electric stove overheated.

A city-wide fire prevention campaign should be conducted and we are ready to lead such an undertaking.

HEALTH SERVICES

A third kind of protective service — this one against disease — is rendered by the QC Health Department. Health statisticians say that the infant mortality rate is the most sensitive index of the state of the public health. The infant mortality rate has gone down from 39.01% per 1,000 live births in 1985 to 37.11% per 1,000 live births in 1986 to 30.16% per 1,000 live births in 1987, indicating improvements in the state of public health in Q.C.

The various health services dispensed by the Q.C. Health Department served 719,500 persons in 1987 or 45.9% of the city's population. Most of these services — medical, dental, maternal, nutritional, immunization, population control, sanitary inspections, and others — are dispensed at the 46 health centers of the city. To serve the population more adequately, the city health officer recommend additional health centers.

Health centers which already have lying-in clinic, which operate on a 24 hour basis to attend to maternal deliveries, are at San Francisco del Monte, Novaliches, Kamuning, and Murphy. All health centers are involved in the anti-TB control program giving free medicines for the conventional course of treatment.

In February to June last year, there was a measles outbreak which caused 466 deaths. This prompted the QC Health Department to step up its immunization drive which is still on-going. Some 170,000 children were immunized last year. Parents are urged to bring their children to the health center nearest their residence for the immunization of their children not only for measles but also for TB, polio, diptheria, and tetanus.

The Q.C. General Hospital was rehabilited by increasing its budgetary allocation from P17 M to P25 M. With its new emergency room, improved facilities and equipment and adequate supply of medicines the hospital aims to give the poor of Q.C. service comparable with the private hospitals in the urban area. Medicines for emergency patients are given free for the first 48 hours and the hospital's motto continues to be "service with love and a smile".

EDUCATIONAL SERVICES

Executive Order 189 which nationalized high school teachers whereby their salaries are paid by the national government has drastically changed the manner of providing for the budgetary needs of the city schools division.

At present, Quezon City has a total of 112 public elementary and secondary schools: 82 for elementary, and 30 for secondary, one or which is a vocational school and another, a special school, the Quezon City Science High School. There are presently 6,547 teachers for both elementary and secondary schools.

There has been a yearly increase in school population. The enrollment in the elementary schools for the current school year 1987-1988 is 148,610 — an increase of 6.5% from last school year's enrollment of 139,522. In the secondary schools, the current school year's enrollment of 73,530 represents an increase of 5% over last school year's enrollment of 70,059.

The elementary schools have a total of 1,806 classroom while the secondary schools have 779 classrooms. There is a classroom shortage of 289 classrooms in the elementary schools and 203 in the secondary or a total of 492 classrooms which would need about 50 10-classroom school buildings, or a total approriation of P125 M. The classroom shortage is artificially overcome by the holding of classes in three shifts.

Free high school education has been given in the city public high schools even before the free high school education bill was passed by Congress recently. Only tuition fees, however, are free minimum fees for entrance, matriculation, laboratory, student council fees are charged. Textbooks are supplied but the textbook-student ratio ranges from one textbook for every three students to one textbook for every 10 students — ratios that certainly need improvement.



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MANUEL L. QUEZON
Founder of Quezon City

TO FULFILL. . .

EDUCATION, HOWEVER, STILL GETS THE LION'S SHARE IN THE CITY BUDGET

Starting this school year, optional religious instruction is being given in the schools in accordance with Article XIV, Section 3 Sub-Section 3 of the Constitution which allows such religious instruction even "within the regular class hours." This is a welcome educational development because, more than academic and technical competence, our youth need to be inculcated with the ethical, spiritual, and moral values as only the teaching of religion can do. The need for character development of our youth is made urgent by the fact that they are exposed to potent temptations like drugs, pornography, and alcohol.

Other education thrusts being pursued by the city schools division are on science and technology, vocational training, values education skills development for out-of-school youths, and health and sports development.

SQUATTER SITUATION

The squatter problem remains the biggest headache of the City Government. Instead of the "workingman's paradise" that President Quezon envisioned, Quezon City has come to be known as a "squatters paradise". Since 1962, 25 years ago — when the City Government first addressed itself in earnest to the squatter problems, the proliferation of squatters has continued unabated up to the present.

In the latest census report submitted last December by the newly created urban poor affairs office, the squatter population has grown to a staggering 78,600 families or 470,000 persons or 26% of the city's population.

The inability of the City Government to contain squatting has been due to many formidable factors. Foremost, is the unusually great attraction Quezon City has to people seeking the proverbial greener pastures.

Other constraints hampering the drive against squatters are: inadequate funds, an undermanned and ill-equipped anti-squatting surveillance and enforcement team (asset), inadequate police and military support for the team's demolition operations, lack of suitable relocation sites, indescriminate issuance of restraining court orders thwarting demolition operations, squatter resistance in the form of human barricades, stones, darts, bolos, clubs, pill boxes, and molotov bombs, failure of barangay officials to do their duty under LOI 691 to prevent the entry of squatters, and the failure of the landowners themselves to protect their properties by neglecting them and the rampant syndicate that thrive on questions of double titling.

The policy of maximum retention and minimum dislocation has been adopted whereby if legally and physically possible the living conditions in the squatter areas are improved even as the squatters are allowed to stay instead of being forcibly relocated. In some cases, the City Government helps the squatters to own the lots they are occupying by making representations with the landowners to persuade them to sell the lots to the occupants on easy terms.

Eighty-two depressed areas have been identified in Quezon City. There are on-going slum improvement projects in 18 of these areas, 7 by the National Housing Authority, 11 by the City Government, benefitting 5,300- squatters. A Presidential Executive Order creating the National Government Center Development Authority has been signed. Hopefully, this will solve the plight of 20,000 squatter/ settler families in the National Government Center.

SIDEWALK VENDORS SITUATION

Another kind of proliferation that has given the City Government another nasty headache is that of sidewalk vendors. The Integrated Hawkers Management Council which handles the problem estimates the sidewalk vendors population at about 30,000.

Due to humanitarian reasons the City Government cannot be too strict and harsh in driving the vendors off the sidewalks where they do business. The task of solving the vendor problem is a ticklish one. We have to strike a balance or compromise between the livelihood needs of the vendors and the interests of legitimate business establishments and regular market stallholders who are prejudiced by the competition of the vendors.

LIVELIHOOD AND EMPLOYMENT

In the face of the economic difficulties of the times, a major trust of the City Government has been to provide employment and livelihood opportunities for its citizens. Thus, it has a poultry and livestock dispersal program and a swine fattening project. It has encouraged a backyard raising of the golden Kohol.

The City Government Manpower Development Office, has trained some 1,500 out-of-school youths and unemployed adults with diverse vocational skills. Last year the "isang gunting, isang suklay" project turned out some 4,000 graduates in hair trimming, styling, and dyeing. The manpower placement unit has found jobs for more than 4,000 young men and women in the city's business establishments.

GARBAGE COLLECTION

The task of garbage collection and disposal was turned over by the MMC to the City Government in November last year. Perhaps, next to the maintenance of peace and order, the most difficult essential public service is garbage collection and disposal, so much so, that it has been said that garbage collection and disposal can make or break the Chief Executive of the city.

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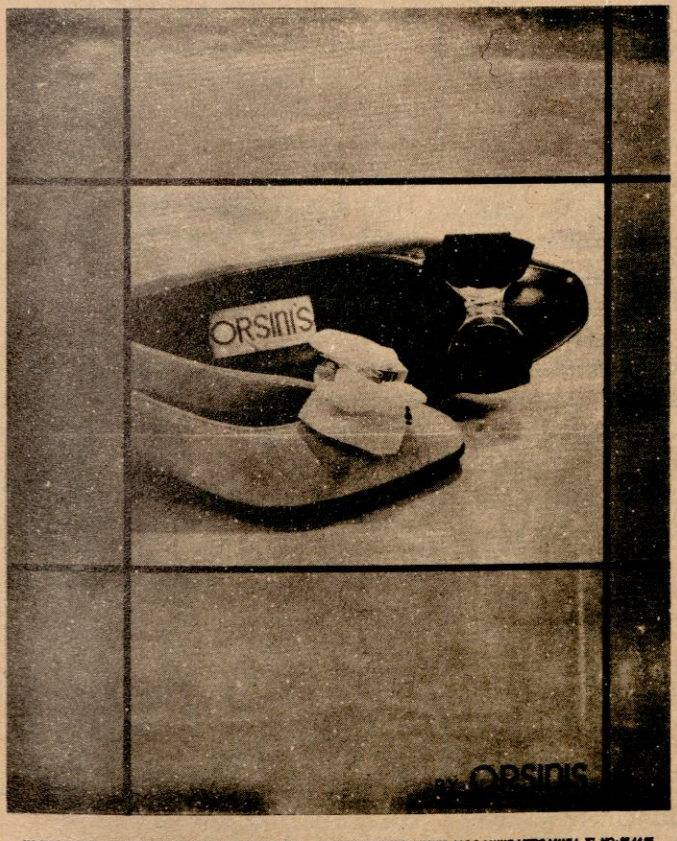

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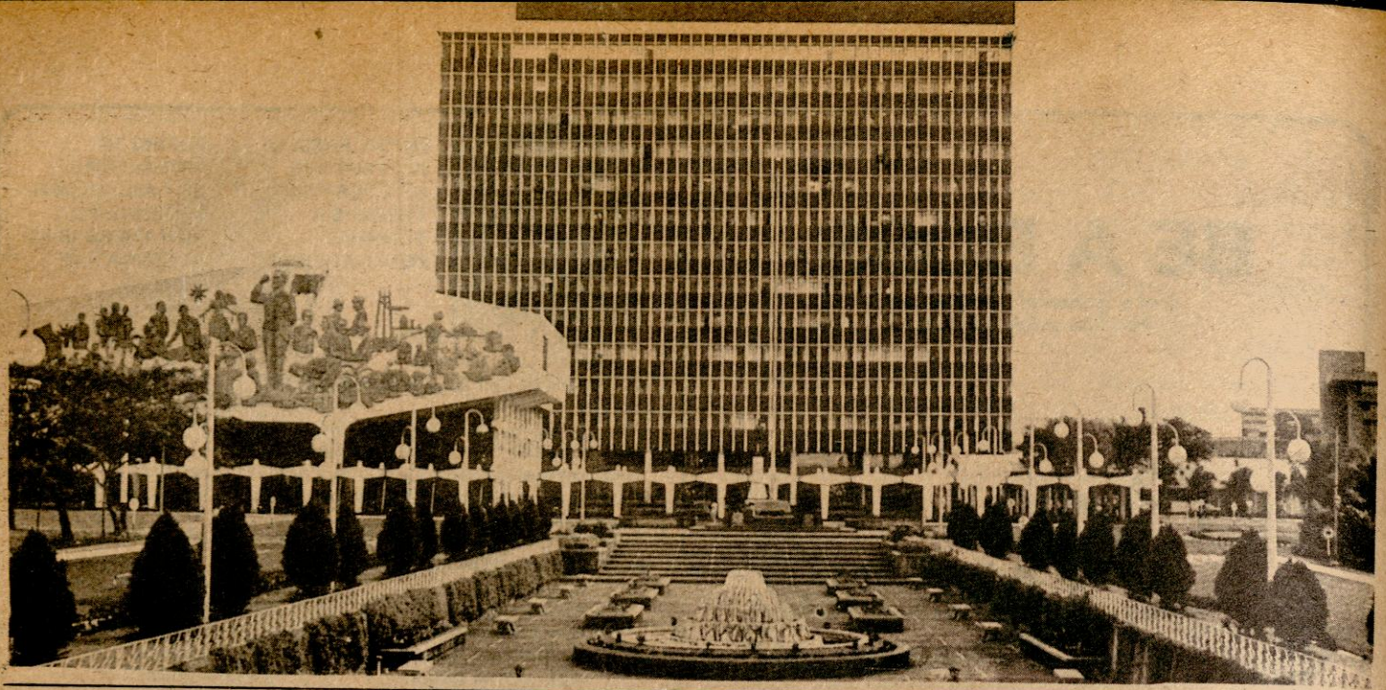

TO FULFILL...

We are currently going through the same kind of crisis while the future of the MMC and its replacement with the Metro Manila Authority. Until such time garbage collection and disposal will continue to be a nagging problem. One thing we are insistent on, however, is this — if the responsibility shall be ours then we can only rightfully demand that we also retain control of the funds.

YOUTH WELFARE

In accordance with the constitutional recognition of the vital role of the youth in nation building, "the City Government has given special attention to youth welfare." Thus, after the abolition of the Kabataang Barangay, we issued an Executive Order creating the QC Youth Welfare Council, a city-wide organization of youth with chapters in each of the 140 barangays of the city. With a P7 million budget, the council conducted skills training courses, anti-drug abuse seminars, consultation workshops, health and sanitation projects in cooperation with the QC health department and other agencies.

Its most outstanding achievement was the holding of what is probably the biggest and longest sportsfest in Metro Manila. The so-called Mayor's Cup sportsfest in which 350 teams from 140 barangays participated in a three-month long basketball and volleyball tournament, May 6 to July 31, 1987.

PERSONNEL DEVELOPMENT

The City Government directly and indirectly employs about 20,000 officials and employees. Their welfare is our constant concern. Last year equalization pay was finally implemented, that is, the salary rates of QC officials and employees were made equal to the salary rates of their counterparts in Manila.

Aside from the equalization pay, they were given a 10% across-the-board increase in their basic salaries. Also given were the incentive bonuses: the 13th month pay, the cash gift of P1,000 per employee, and the two-step salary increase for outstanding employees.

For their professional advancement, a series of training seminars were conducted. For their spiritual upliftment, Christian Life in the Spirit Seminars were also conducted.

A housing project for City Hall employees is being pushed through. The QC General Hospital compound consisting of eight hectares has been divided into individual lots which have been already raffled to City Hall employees.

A consultative council composed of a representative from each of the departments and offices has been formed to serve as an advisory body to the City Administration on matters affecting the sentiments and aspirations of the rank and file employees.

CONCLUSION

The problems we face are certainly many, not a few seem insurmountable. But all, to my mind, are capable of being solved.

They can be solved if we can work effectively together. That is the one inescapable conclusion we must arrive at.

Singly we can do nothing. Traveling alone, no goal can ever be reached; by working together we can gain from each other's strength and compensate for each other's weakness.

Our working relationship cannot be anything but dynamic. It is on that dynamism that the future of our city depends.

Let us pray that God in his divine wisdom grant us the grace to proceed accordingly.

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KALOOKAN CITY
A new thrust in development



By Tom Canchella

The city of Kalookan is often associated with Andres Bonifacio, Tandang Sora, Antonio Luna, Balintawak, and Pugad-Lawin. These characters and events played important chapters in our Philippine history. Suffice it to say, they were part of an era of a growing tide of nationalists who eased the liberation of our nation from foreign entrenchment. Kaloocan's imposing edifice at the Monumento rotunda aptly commemorates the heroes and their struggles; the fruits of which, we now proudly enjoy – a new air of freedom and a greater sense of patriotism. The city also played host to several upheavals, most notable of which were, the Battle of Kalookan and the Cry of Balintawak. Kalookan sheltered and nursed our compatriots who took refuge in it from the ravages of war.

The month of February is symbolic to the people of Kalookan, because of events that transpired many years ago significant to Philippine history. On February 23, 1896, the Battle of Kalookan erupted between the Filipinos and the Americans who claimed the entire archipelago by virtue of the dubious "Treaty of Paris". At the end of the battle, Gen. Antonio Luna lost to the army of Gen. Arthur McArthur who then set his headquarters at Kalookan soil. Although Gen. Aguinaldo's plan, who then had set up his capital at Malolos, was to move back northward, Gen. Antonio Luna prevailed upon him to retake Kalookan.

The plan conceived by Apolinario Mabini called for divertionary tactics. Gen. Luna ordered guerillas based in Manila to set fire to nipa huts in Tondo and Binondo as a pre-arranged signal for a simultanous attack. In the morning of February 21, large fires were observed in Tondo, Binondo and Sta. Cruz. The alarmed Americans sent the 13th Minnesota Volunteers to put out the conflagrations. While this ensued, the guerillas attacked, paving the way for Col. Francisco Roman to re-capture Tondo amidst chants of "Long live the Philippines! Down with the Americans!".

At the early dawn of February 23, Gen. Luna attacked Kalookan. Triumphant, he later joined his troops at the railroad, while Gen. Pantaleon Garcia and his troops proceeded to Manila to recover Azcarraga and Meisic Headquarters.

With the creation of Commonwealth Act 502, Kalookan's bounderies were subdivided, portions of which are now encompassed within Quezon City, Manila and Bulacan. Thus what remains of Kalookan

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CELESTINO C. ROSCA
VICE MAYOR

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today is an oblique geographical area that cuts through the bounderies of Valenzuela.

The city of Kalookan is divided into two: Kalookan I referred to as the Poblacion area and the Kalookan II covering the Bukid area. Many believe that Kalookan originated from the Tagalog word "Look" (bay) due to its proximity to Manila Bay, and it being located, on the eastern fringe of Dagat-dagatan, a small lake separated from Manila by the Municipality of Navotas. Others on the other hand believe that the word "Look" meant sulok or corner. In the past, Kalookan was located "at the corner" where the towns of Tondo and Malabon meet. Today Kalookan has survived the rigors of a painful past as the scars of war have completely healed through the passage of time. The city and commercial aspect of development.

The year 1987 saw several changes in the administration of the city government. Today, after a duly constituted election, it brought back into office its former mayor, Macario "Boy" Asistio.

The thrust of the Asistio administration is on infrastructure development and the improved delivery of basic health services. Priority on the list of infrastructure programs is the construction of a Circumferential road that would link the Poblacion area to the Bukid area. The road that cuts through Valenzuela boundaries will provide accessibility for Kalookan residents to shuttle from the two areas with minimum travelling time. It is also envisioned by city planners that this road will foment expansion to the Bukid area, which up to this time, has remained densely populated and scarcely developed. City planners foresee that after a few years residents and businesses will ease out of the Poblacion area due to congestion. At the moment a housing project is being studied by the Office of the City Planning Department of Kalookan to develop a site to house the expected influx of migrants in the next few years.

Another ambitious project of the administration is the construction of the "Hall of Justice". This building will house the justice department of the city and regional courts and the City Council. In line with administration's emphasis on health, a project is now being undertaken for the construction of a General Hospital in the Bukid area.

From the period of Dec. 1986 to Nov. 1987, 15 major infrastructure programs were completed. The projects, with the corresponding budget involved, follow:

1. improvement of Gde Jesus St. — — P1,205,576.00
2. construction of Maypajo Market and People's Center — P31,384. 273.74
3. improvement of T. Jacinto St. — P452,963.20
4. improvement of drainage along Loreto St. — P397,367.00
5. improvement of Malolos Ave. — P1,605,200.00
6. improvement of Galauran St. — P899,331.00
7. improvement of 1st st. — P169, 848.00
8. improvement of 2nd st. — P247, 945.00
9. improvement of 4th st. — P148, 980.00
10. improvement of Guido 4 (123) Damayan (1 and 2) — P1,007, 370.00
11. improvement of Calle Cuatro — P441,900.00
12. improvement of Natividad — P862,520.00
13. improvement of Marula st. — P423, 712.00
14. construction of diversion canal — P470,000.00
15. surface rotunda works — P122, 204.00

HEALTH PROGRAMS

1. Maternal and child health
   a. pre-natal
   b. post-natal
   c. deliveries
2. Immunization for children
3. Nutrition and feeding programs
4. family planning
5. control of communicable diseases
6. environmental sanitation — inspection of public and private market business and food establishments
7. health services and education
8. medical, dental, nursing, and midwifery services
9. pre-marriage guidance counselling
10. employees clinic

Aside from the delivery of basic services, the Kalookan health dedepartment launched the Supplementary Feeding program and the barangay nutrition program. Both projects were aimed to decrease the incidence of malnutrition in the depressed areas of Kalookan.

The city mayor in his effort to bring his constituents closer to him created the Community Relations Office. The primary function of this office is to serve as a medium for the dialogues/forums between the people and the administration. Among its other functions are: To keep a record of all community complaints brought to the Mayor for action/solution and corresponding referrals. To follow-up complaints and monitor action and solutions. Organize survey teams to monitor people's needs and problem. Plans and organizes mayor community conferences.

SOCIAL DEVELOPMENT PROGGRAM:

Essentially, the programs of the Social Development Office are training income-generating skills for out-of-school youths. So far, the SDO has trained several youths on basic electronics, automotive, dressmaking cosmetology, wood lamination, practical electronics and tailoring.

Another program of the SDO is the Employment Center, where youths who have undergone training are given job referrals and job placements.

The city of Kalookan rocked with four major shifts in the administration, seems optimistic about the tested leadership of their new mayor Macario "Boy" Assistio. As was proven in their history, the people of Kalookan imbibe the same patriotism and nationalism as their forebears. In this light, the heroes of the Battle of Kalookan, after all, did not die in vain.

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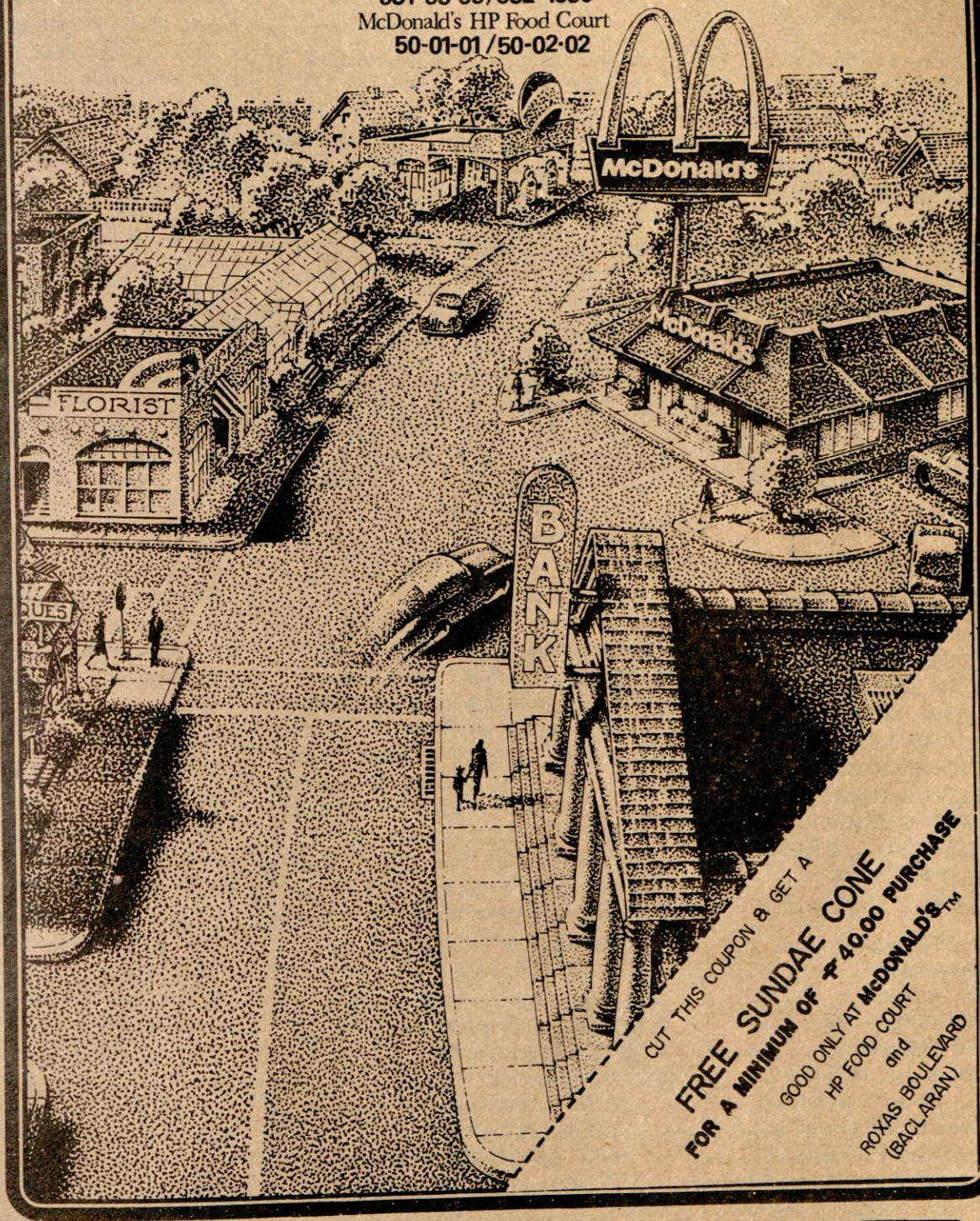

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PASAY CITY
Towards a new image



AS HE PRESIDED IN HIS CITY HALL OFFICE, Pasay Mayor Pablo Cuneta did not in the least betray his 78 years, and as he fired one memorandum after another, entertaining the numerous visitors in need and answering the questions of our interview, he could even be the envy of younger executives with his charm, stamina and knowledge of the city's affairs.

Mayor Cuneta to set off the interview said that with the increased enrolment of the schoolchildren come school opening, he will build another high school to augment the three existing ones. Hand in hand with this, he will build a Pasay City University.

Cuneta said that the city's peace and order except with a few killings and robbery, is "quite satisfactory." He has the drug addiction problem under control with Vice Mayor Ibarra Cruz at the helm of the drug addiction program.

He believes that the city has no sparrow or NPA's. He added that "if there are any, they are here to live peacefully.

"Ang mga NPA ay hindi masasamang tao. Mga kalaban lang nila ang pinapatay nila," said Cuneta.

To take care of the health needs of the people of Pasay, he is renovating the Pasay City General Hospital which "My wife Elaine is supervising virtually round the clock."

All the city's streets, including the small ones, are being repaired while others are cemented. Nightly, the fire-department with their water hoses clean the markets to make them clean and sanitary.

What about Pasay City's image as "sin city." Cuneta was quick to retort: "This dubbing of Pasay City as the "sin City" is politically motivated. I think it was only misspelled as "sin city," because all the while I know Pasay to be a "seen city" which for more than several decades has captured the imagination of Filipinos and tourists as a city worth seeing where one can have clean fun and wholesome entertainment."

This year he expects an income of 80 million pesos and he will try to increase this take without unnecessarily overtaxing the people.

He takes pride in the fact that now in Pasay there is no longer rampant gambling.

"In fact," he said "should I get the chance to talk to President Aquino, I will ask her to allow us to put a legal casino to augment the income of the city." Cuneta added why Baguio, Angeles and even the city of Manila with its Silahis Hotel casino have casinos, why not Pasay," he asked.

Cuneta takes pride in the Drug Transit Rehabilitation Center which takes care of the needs of the drug addicts in Pasay specially now that the Bicutan and Tagaytay Centers are congested.

With Vice Mayor at the helm of the Drug Addiction Program, he said that this problem is under control in city.

It is heartening to know that compared to last years statistics, drug addiction has decreased this year.

The city, in conjunction with the other vice mayors of Metro Manila through the Vice Mayors League of the National Capitol Region, is sponsoring a search for the most outstanding youth organization of Pasay, another search for the outstanding youth organization of Metro Manila and another search for the outstanding youth organization of the Philippines.

To help the police in nabbing drug addicts and other people connected wih drug abuse, the Pasay Anti-Drug and Crime Council was organized.

PASAY CITY

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MAYOR

IBARRA D. CRUZ
VICE MAYOR

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PEDRO TIANZON
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CESAR SANTIAGO
EDITHA VERGEL DE DIOS
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City Assessor	LUIS V. MEDINA CUE
City Health Officer	(Acting) ELVIRA M. LAGROSA
City Administrator	Dr. ANTONIO S. CO
City Budget Officer	VIRGILIO SANTIAGO
City Librarian Supervisor	AIDA B. CAPITIN
Police Station Commander	Col. JESUS GARDIA
Fire Station Commander	Major RAYMUNDO ANTONIO
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Members of this Council will be clothed with police powers to arrest those addicts and drug pushers.

The Vice Mayors League has financed a documentary on Drug Abuse in the Philippines which will be shown nationwide. The program also calls for seminars to coincide with the opening of school, the holding of various sports activities; and the establishment of livelihood projects for the rehabilitated drug addicts and for other youngsters especially those out of school youth, so they will not take to drugs.

Pasay is the third smallest political subdivision in the National Capital Region. It is adjacent to Manila and is bounded in the south by Paranaque, Makati in the northeast, Taguig and Manila Bay by the west.

Pasay has a total land area of 15 square kilometers of which 5.8 square kilometers comprise the city proper and the rest occupied by the Civil Aeronautics Administration Complex, the Manila International Airport and the Nichols Air Base. Thus, among the local governments in the region, Pasay City has the greatest area devoted to utilities covering 61.3% of its total land area, or 9.2 square kilometers.

The city is composed of seven districts, divided into 20 zones, with a total of 200 barangays. Situated in a coastal area, the reclamation sites east of the city act as its buffer zone. With very limited land area, the city has mixed land use, in which commercial and residential uses are merged in a zone. Strip development is dominant in the city, as manifested by the proliferation of commercial establishments along the major roads of the city.

Highlights of significant achievements in 1987:

INFRASTRUCTURE

1. repair of drainage system – P. Dandan st. along North P. Dandan to Tripa de Gallina
2. repair of cross pipe – Park Ave. near P. Reyes st., San Rafael district
3. installation of drainage system – Pestanas st. Park Ave. San Rafael District
4. construction of open canal – Sun Valley Bgy. 195, 196, 197, 198
5. installation of drainage system – G. Villanueva st. Bgy. 55 Zone 7
7. installation of drainage system – V. Cruz and F. Cruz sts., Malibay
8. concreting – Alvarez st. Bgy. 51 Zone 8
9. repair of drainage system – Sandejas st., San Isidro District
10. construction of playground – Don Carlos Village
11. construction of multi-purpose pavement – F. Munoz district, San Isidro
12. repair of B. Esteban Bridge – B. Mayor st., Malibay

HEALTH

In the area of health development, an intensive health information program has been conducted by the city government. Efforts have also been made to step up the delivery of essential services especially to the depressed areas in Pasay.

Medical service – 174,437 patients were given treatment

Immunization:

BCG – 12,624
DPTI – 11,500
DPT2 – 9983
Polio – 11,650
Polio 2 – 10,265
Polio 3 – 9446
measles – 8239
Dental Services – Total no. of service load – 91,165

SOCIAL SERVICES

There are thirty-three identified enclaves of poverty in the city of Pasay. This represents 16% of the 200 barangays covered by the city. Significant gains have been achieved by the social services department in assisting the almost 66% indigent people of Pasay's total population of 380,516.

Clientele Category

1. disadvantaged Family Heads – 7,709
2. Needy children – 29,145
3. Needy Youth – 1,539
4. Distressed/Displaced Persons – 10,486
5. Disabled Persons/Special Group – 2,591

Total number of clients served – 51,470

Service Rendered:

1. Self-Employment Assistance – 1171
2. Practical Skills Development – 832
3. Daycare Service – 4,123
4. Supplemental Feeding – 5,290
5. Emergency Assistance – 10,581
6. Family Planning Counselling – 5,527
8. Special Social Services – 17,875

INDUSTRIAL BOOM FOR CAVITE

By Patrick Apostol

If there's a province that should be heir apparent to industrial boom around Metro Manila, Cavite may as well be it.

Located in the southwestern part of Luzon, it has an area of 129,240 hectares of land. It has three chartered cities and 19 municipalities.

Cavite is well remembered in Philippine history: The Cavite revolt of 1872, the martyrdom of Filipino priests – Gomez, Burgos and Zamora and the declaration of Philippine Independence in Kawit on June 12, 1898.

However, later accounts had branded the province notorious. It took years before this was straightened out when the bad elements were finally driven out. Cavitenos saw light when former constitutional convention delegate Juanito Remulla assumed governorship upon the demise of Governor Camerino.

Remulla had directed unified efforts to restore the lost image of the province. And from the looks of it, success runs parallel with his program of transforming the province into a showcase of progress. He has envisioned a mix of agro-industrial development backed by

(Turn to page 73)

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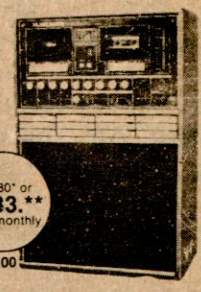

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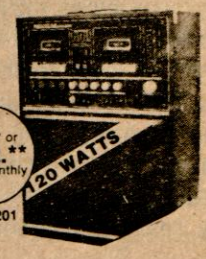

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"It is not accurate to say that the welfare of the citizen is the most important purpose of government. It is the only purpose of government. This is true of all governments from the largest state to the smallest village." – Jejomar Binay

Indeed, in Makati, this is what the new leadership is undertaking. Pro-people, especially towards the downtrodden. And Mayor Jejomar Binay, then OIC-Mayor in 1987, rightfully overhauled administration orientation, giving more emphasis to genuine services to the less privileged. And this certainly catapulted him to win during the last local elections.

As a human rights lawyer, Mayor Binay was exposed to the grievances of the poor. Bearing this in mind, he has woven the thrust of his government to give emphasis on the basic needs and services of the depressed areas in Makati.

As municipal mayor of one of the country's premiere municipalities, often referred to as the seat of corporate industry and finance, he hopes to bridge the disparaty between the rich and the poor through equitable sharing of the municipality's resources, benefits and profits.

SOCIAL DEVELOPMENT

Social problems such as drug abuse, juvenile delinquency, unemployment, malnutrition are rooted to the inadequacy of the government to deliver the basic needs and services to its people. Thus the incumbent Administration sought to expedite a more efficient delivery services system catering to the needs of its constituents.

SOCIAL SERVICES

Aware of the influx of rural migrants squatting illegally on both private and government lands, the Makati Anti-Squatting Office enforced measures to relocate and resettle them to various resettlement areas in Cavite and Bulacan. Families who seemed to have no visible means of livelihood were encouraged through the "Balik-probinsiya program" to return to their provinces. The "returnees" were given financial aid. To date, over 150 families have been benefitted by the program.



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Permit Division	MARIANO (BABES) YUSON
Family Planning Division	Dra. JOSEFA TORRES IRAO
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Fire Station Commander	Major GODOFREDO CASIPI
MADAC	CAROLINA MAGLAYA
Makati Health Program	Mrs. GUIA BAUTISTA
Tourism & Cultural Affairs Sect.	Ms. ROSALINDA CERVANTES
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Municipal Budget Officer	VIRGILIO CLARETE
Civil Registry Division	BENITO SAMSON
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The municipal government also allocated funds for its Emergency Assistance Program aimed at supporting families affected by calamities. During the year 1986, 36,749 relief goods amounting to P1,314, 522 were distributed to the families affected by the five typhoons that struck Metro Manila.

Another form of assistance extended by the Administration, and still being given, is the Burial Assistance Program, where indigent families are each given P500.00 to cover the cost of funeral and burial services. A total of 924 families have availed of this program.

The Makati Anti-Drug Abuse Council has been enforcing the Anti-Drug Abuse Program, consisting of law enforcement, preventive education, treatment, and rehabilitation and after – care services. A total of 2,033 concerned parents, youth and government employees have undergone intensive training on various aspects of the drug problem in preparation for their roles as information dispensers and "drug vigilantes."

An average of 196 adult offenders per month were attended to social services in the form of legal, medical and spiritual support services. Under the Youth offenders program an average of 80 youths per month were provided with similar benefits.

Nutrition Program

To offset malnutrition and poor sanitation in depressed areas, the town's Department of Social Services through its various implementing arms, reactivated the Feeding Centers in the different barangays, and still on-going is the Supplemental Feeding program (100 recipients from each barangay). Being benefitted by the program are malnourished infants, pre-schoolers, and street children.

Along with the program's thrust of total development, the Day-Care Services in 24 barangays have already served a total of 5,822 children.

Health Programs

Considering the increasing cost of health services, the Administration introduced a broadened and revitalized health program in cooperation with the Makati Medical Center. Residents earning less than P5,000 a month can avail of free medical services offered by the program.

From May 1986 to April 1987, a total of 18,130 individuals have been issued Makati Health Program cards.

Within a 17-month period, a total of 66,892 Makati residents were benefitted by the Makati Health Program. Barangay-based medical missions rendered services to a total of 30,094 residents in 15 barangays from January to September 1987. Provisions of other health services through the 30 health/periculture centers and other units of the Makati Health department reached out to a total of 126, 154 families covering the period of January to August.

On-going is the construction of the Makati General Hospital in Malugay San Antonio for a more

comprehensive hospitalization program for Makati's low-income families.

Family Planning Program

Unlike the previous years, the Makati Family Planning and Population Center has centered its programs to include educational activities for the adolescents, who comprise the bulk of Makati's population.

From January, 1987 to September of the same year, the program served a total of 5,981 residents.

Education

Realizing the importance of education in social mobility and professional growth, the Administration appropriated funds for free education from nursery to college levels in the four educational entities: The Makati Nursery School, Makati High School, Makati West High School and the Makati Polytechnic Community College.

From January to September alone, 125 scholarships were granted to poor but deserving Makati students in the different educational levels and entities. To upgrade the educational standard, efforts have been made by the administration to professionalize and improve competence of nursery, highschool and college teachers through rigid training and participation in seminar/workshops.

Infrastructure

Heavily damaged Makati roads were given the first priority immediately after the rainy season. To date, asphalting jobs have been completed on the following streets: Makati Ave., Kamagong, DelaRosa, Tindalo, Jupiter, P. Domingo, South Ave., Orbit, F. Zobel, Pasong Tamo, Vito Cruz, Gen. Alejandrino, Pio del Pilar, Kalayaan and Metropolitan.

Practically all school buildings underwent major repairs. Other major infrastructure projects were the construction of community-based facilities such as lying-in center in barangay Comembo and health center in Kasilawan. In addition, a multi-purpose arena was constructed in San Antonio.

At the moment a new tenement housing is currently being put up in Tejeros for low-income families.

The thrust of the Binay administration can be summed up in his credo of government.

"I believe in a dream for Makati. That despite its being a town of sharp contrasts, every citizen – rich or poor, powerful and marginalized – will have a role to play, a share to contribute towards the attainment of the common goal, in the process enjoying a usefully honorable and fulfilled existence. And I believe that this dream – no doubt shared by the people of Makati – will be realized."

TOM CANCHELLA

In Restrospect

FROM SWAMPLAND TO RP BUSINESS CAPITAL

Our rich, bountily-endowed by Mother Nature, country is a class by herself among the rest of the countries in the world.

The Philippines has three capitals: Manila which is the de facto premier city; Quezon City the designated capital; and MAKATI the business capital by achievement and right, therefore by common fiat.

And yet, more than 400 years ago, this very town that is now the seat of wealth and economic power was just a swamp, a worthless tract of land.

Before Conquistadores with their cross and sword set put out this piece of Eden this side of the world, Makati was part of a territory ruled by Lakan Tagkan and his wife Bouan. They ruled from Namayan, now a part of Sta. Ana, Manila.

Lakan Tagkan was one of Manila ruler Rajah Soliman's vassals. Tagkan and his boss, Soliman preferred to hunt in the dense forests of what is now Pasay city because Makati then was just a vast swamp land.

Miguel Lopez de Legaspi, the first messenger of Western imperialism, after wrestling Manila from Rajah Soliman, also had no use for the swampland which he was said to have actually declared a "worthless piece of real estate."

It was also Legaspi who inadvertently gave the town its name. According to legend, the Spanish imperialist in his first sortie in Makati, surveyed the place with his gaze and called one of the early native collaborators toward him. Then as he pointed his blood-stained finger at the expanse of grasslands and swamps he asked what the name of the place was.

Misunderstanding the white man, the native thought he was asking about the tide and answered: **"Kumakati na, makati na.** (The tide is ebbing, it has ebbed.)"

Legaspi took his lackey's answer as the name of the place. From then on, so the legend goes, the huge swamplands had been known as Makati.

There was also a time when Makati was known as "Sampiro" from a corruption of San Pedro de Makati, the name given by the Franciscan friars who as history books say had their sanctimonious fingers into almost everything and anything that the sword and cross have conquered.

The area was left untouched till 1589 when one of the conquistadores bought at public auction a large tract of land which included Makati for P1,400.

Capt. Pedro de Brito, the buyer, found out that the Makati part of his purchase was worthless. He decided to be magnanimous and bequeathed that part of his holdings to the Jesuits in 1608.

From then on, ownership of Makati changed hands many times including the Spanish government till it reached the visionary hands of the Ayalas and the Zobels, the present owners of almost half of the once useless tract of swampy lands, good only for growing horsefeed.



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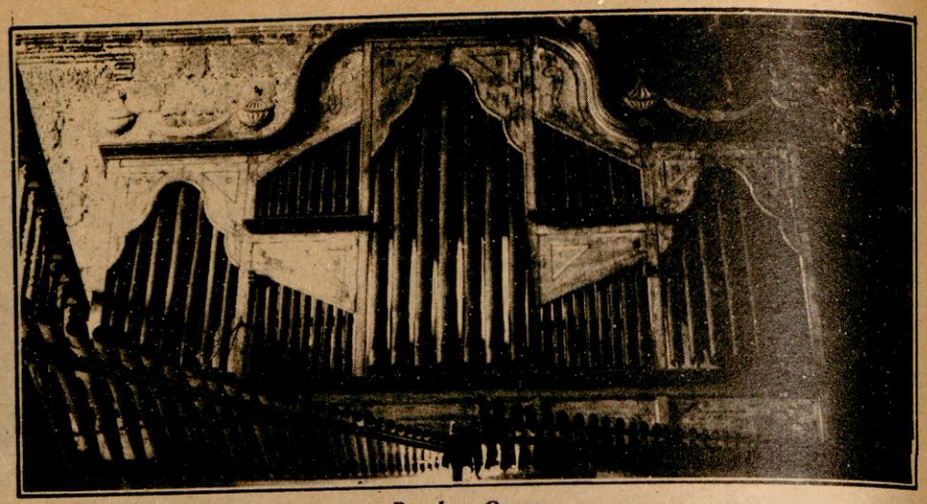
LAS PIÑAS
Development goes on



Bamboo Organ

By Patrick Apostol

Until the late 70's, the sleepy town of Las Pinas was only known for its saltbeds and the world famous Bamboo Organ along the old south road that winds up in Zapote, a historic junction where the Filipino-American war begun.

It was the decongestion in Manila that hope had snowballed for a better Las Pinas. Real estate development, always the barometer of our economy, had provided the engine of growth.

Having an area of 41.34 square kilometers, Las Pinas has veritable tracts of land for residential and industrial subdivisions. Indeed housing cropped up like mushrooms. To date, Las Pinas is one municipality using 32 per cent of its land for subdivisions,now numbering about 107.

The buying fever and the continuous community development in the bustling municipality at the southewest end of the metropolis have evolved a faster pace of progress.

The two-way road that cuts into the heart of Las Pinas from the historic Zapote that goes all the way to Alabang, Muntinlupa offers a variable scenery of indubitable progress. Light industries, small businesses, supermarkets, first-class theatres and recreational facilities, multinational firms and pharmaceutical companies are lined up along this avenue commonly known as the Real street as if to remind the public that investment climate hereabout is encouraging and undoubtedly fruitful.

Like its cousin Paranaque to which its umbilical chord was then attached until it became independent on March 7, 1907, the proliferation of small businesses like food eateries of different cuisines merchandising, specialized medical clinics and other allied small industries do reflect hearty investments.

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The Prime Movers

Credits should be given to all pioneers whose zeal and penchant for incessant development at projects have been profuse and extraordinarily commendable.

To cite several people, the Del Mundo family could have set up its business establishment in their hometown Bacoor, Cavite after their RFC supermarket was gutted by fire. But rebuilding it this time on a larger scale had become an obsession despite the stark competition from other two supermarket chains.

There's the Aguilar-Reguera clan, prime movers of the Manuela Group of Companies that engage in construction, financing and real estate investment and management. The Aguirres, former pawnbrokers can't be denied a slot in the town's development. They came up with excellent housing subdivisions in BF Almanza, Pilar Village, BF Resorts, and Vista Grande. Rural banker Gabriel Casimiro did his share too in town building. Of course, the Dragons whose lineage

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LAS PINAS. . .

can be traced in nearby Cavite and the Tamayo's from the North have done pretty well in making Las Pinas a safe place to live in.

Aside from a medical center, Tamayos run a school for all levels.

In the whole, the municipality sustains eight public schools in elementary level, one in secondary but none in college.

The alamring rate of dropouts, however necessitates the concern of the municipal government.

Sources at the Urban Planning Division said that a total of 27,641 have graduated from elementary and only 19,106 finished high school or a difference of 7,935.

However, college graduates reached a total of 5,394 as of late this year. Only 3,047 high school graduates went to vocational schools. About 15,259 pursued college courses but only 5,394 students finished college courses.

Security

The town's police force is beefed up only by 125 men and three motorcycle cops. The force has only 6 patrol jeeps. At the fire department, there are 92 firemen with only one vehicle and 10 firetrucks.

So when it comes to protection per resident, under the present force it means one policeman for every 20,250 residents.

At present, there are ten commercial banks, two development banks two rural banks and two savings banks.

Speaking of security within subdivisions, rondas were formed by homeowners' associations. They proved to be successful in collaring porchclimbers, drug addicts and muggers.

The rondas and barangay involvement are greatly needed however in the depressed areas. Police blotter have it that most crimes are committed in these districts.

These gray areas are located in six Barangays with a total of 7,774 families for a population of 42,468 distributed unevenly in 5,810 hectares.

Councilors Boy Santos and Jimmy Martin vowed that concrete measures will oe carried out including sports activities to keep off delinquencies by school dropouts and neighborhood toughies.

Preventing drug addiction is one of their priorities.

Economic and Political Forces

The economic upliftment of the middle income class and protection for the poor make out simply the priorities that the municipal government ought to implement. After all, these two objectives make the crowning essence of democracy.

Las Pinas can pursue these tasks.

The town has major industries and to name a few, medicine, semiconductors, housewares, stainless steel, industrial gasses rubber and electronics. And it can add more, under an efficient administration.

Mayor Rosalino Riguera said trading and merchandising can improve the town's economy. He said Muntinlupa, Laguna and Cavite are potential consumers and at the sametime traders. The establishment of more trading posts, big or small, are indeed encouraging, he said.

And now, a new transition for Las Pinas begins. . .

RIGUERA-CASTILLO – a working team

An elder businessman and a young lawyer could make a working team in running a municipal government.

Las Pinas Mayor Rosalino Riguera, 60, and vice-mayor Eduardo Castillo, 35, might become just that, the team to watch, despite contrasting speculations.

They may have come from separate political parties. But there's no mistake that both have common aspirations to put the town back in harness. So smoother relations will dictate the tempo of the times.

Castillo is a UNIDO man. Riguera has no political attachment. He won the mayorship as an independent candidate. He's got no definite plans of joining any party, not yet. His priority is the town and the people.

"I shall abide with the policies of the mayor," so declared vice-mayor Castillo.,

Thus, an atmosphere of cooperation is predicted. Usually, party positions would draw hard bargaining lines. But the willingness to compromise, however, carries a big stick. And Castillo has faith in sincere public servants who can bend rules for the sake of peoples welfare.

Riguera has the competence of an enterpreneur. The kind of expertise that blend well with political leadership. And Las Pinas would benefit from this blessing.

The town of Las Pinas became a first-class municipality because of consistent town planning and development.

Among many, Riguera has done a big part in it. He foresaw the needs of the residents like shopping centers and recreational facilities. Though heavy in capital, he built them even if it takes years to get his investments back. Thus, the Manuela center was built. It is now one of the town's landmarks.

Mayor Riguera adheres to the concept that "more responsible men mean more jobs done". In short, he must fashion out unity among the council aldermen and his political leaders. Normally, differences could get out of hand under the guise of politics. But Riguera is prepared for it. And so is Castillo.

Vice Mayor Castillo, as the council's presiding officer, may yet become the lion tamer if the council becomes uncooperative or might result to politicking.

"I don't see any reason why we should not comply with the mayor's policies. In fact, we should support him if his legislative program is geared to the interests of the Las Pinas people," Castillo assested.

The mayor has enormous confidence in this bright man whose credentials are honesty and service. Because of this, he was designated the council's presiding officer rather than settle to pro tempore seat as provided for under the local government code.

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MALABON
Dramatic changes stir up progress

The municipality of Malabon is a coastal area at the river mouth of the City of Manila. It is bounded on the west and the southeast by Navotas and in the southeast by Caloocan. The town Valenzuela limits its northern and northeastern sides.

History records the first name of Malabon as Tambobong, taken after a plant whose leaves make soft, fine brooms. The plant grew in wild abundance in the place and, as was the custom of that time, named after the locality where it thrived at its fullest.

However there were other versions. A local poet, Ildefonso Santos, said that the town's name came from the root word "labon" which means muddy. The Malabon old, according to Santos, was a vast network of fishponds, which was always muddy and overflowing with water, causing the natives to rename it from Tambobong to Malabon. This version is parallel to the assertion of two early writers Noceda and Banclucar, who said that the world labon meant "putik na may tubig" which translates to mud with water.

Today, Malabon has a total land area of 2,333 hectares subdivided into 21 barangays. Thirty-nine percent (917 hectares) of its land is used for residential purposes and almost 22 percent is utilized for fishponds. There are some 250 commercial fishing operators with 15,771 fishing vessels, producing 16,479 metric tons annually. Malabon also has 510 hectares of fishponds producing a total tonnage of 62.5.

Malabon has 636 manufacturing firms engaged in various indsturies. The dominant sector in terms of number is in food processing, which comprises 22.8% of the total. The other dominant sectors are the garments/textiles, and the plastic/chemical industries which account 17.6% and 13.7% respectively. More than one-third of the total munfacturing establishments are concentrated in Bgy. Potrero.

The wind of change has brought dramatic changes in the physical face and lifestyle of Malabon and its people. Gone were the muddy streets; in their place are cemented thouroughfares, and beneath are great conveyances of water that empty the streets of floods whenever it rains.

Imposing structures, both private and public continuously rise, with government buildings vying for strength and beauty with those in the other areas of Metro Manila.

School buildings are no longer the structures of the old; today they are imposing edifices that provide the schoolchild with an atmosphere receptive to intellectual growth and the teachers great opportunities to impart knowledge umhampered by constraints of the past.

Malabon has a literacy rate of 98%. The ratio of teachers to school children is within the standard of 1:35 for elementary and 1:40 for high school. The ratio of classrooms to students is 1:31. The school-going population is 75,144. Although, Malabon's main problems in this area is in the maintenance and improvement of available buildings and facilities, the municipality has geared up its resources towards management and operation of the Malabon Municipal High School for the middle and low-income groups. The municipality has also continued its funding and manpower support for the operation of three barangay high schools; operation and maintenance of two public libraries; rental for additional schoolrooms for the public elementary schools; support services for the non-formal education and support for the DECS Academic Program.

HEALTH PROGRAMS

For comparatively small municipality, Malabon can rely on 20 health centers covering the 21 barangays in the municipality, two maternity clinics, and six private clinics. The Department of Health's

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MALABON. . .

most pressing concern is in the improvement of existing facilities on a programmed basis; the purchase of medicines on a continuing scheme; the manning of adequate medical, dental and sanitation staff support; the continued operation of the Malabon X-ray Center.

Medical services – examination, treatment with free medicines, health education on all aspects of health. Conducted daily in all health centers.

Sanitation Services – inspectoral activities on food, water, solid and liquid waste disposal, industrial hygiene, Campaign on Health Certificate issuance for foodhandlers and hospitality girls

Veterinary Services – inspection of meat and other meat products coming in and from accredited slaughter houses to be sold in the public and private markets.

Dental Health Services – implementation of the preventive dental program and the ongoing dental check-up and treatment for all schoolchildren

Mental Health Services – attend to all cases of drug abuse, activities include group guidance counselling to drug dependents, spiritual therapy, symposia/lectures on drug abuse prevention and control.

Laboratory Services – specimen examination of CBC, blood typing, urinalysis, stool examination,.

Expanded Immunization Program – ongoing program of the Department of Health whose objective is to immunize all children ages 3-14 months against the six children diseases namely : diptheria, tetanus, pertusis, polio, TB, and measles

Family Planning Program – under the population control is the premarital counselling, pill dispenssing, IUD insertion, condoms, education on natural method of family planning

Nutrition Program – supplemented feeding for malnourished children

Special projects

National TB program – short courses chemotherapy started in Malabon in March 1987. The objective is to supply anti-TB drugs to patients for six months.

E.C.G. examination – daily examination of patients conducted at the Municipal building.

Social Services

The social services program of the municipal government is geared towards the productivity and self-reliance of its constituents

1. Self-Employment Assistance – 62 clients served
2. Practical Skills Development – – 155
3. Job Placement – 59
4. Day Care Services – 657
5. Supplemental Feeding – 972
6. Family Planning Motivation/Pre-Marriage Counselling – 252
7. Emergency Assistance – 488
8. Parents Effectiveness Service – – 855
9. Special Social Services – 1441

Infrasturcture

Locally funded by national government assisted road network development under the municipality's infrastructure program, is being accorded with equal priority. Programmed for repair, upgrading and improvement are:

1. renovation of police station – San Agustin
2. repair of Muzon Concepcion road phase I
3. repair of Mabolo st. – barangay Santolan
4. repair of Ortega st. – Bgy. Tonsuya
5. repair of Hernandez st. – Bgy Catman
6. repair of Prugalidad st. – Bgy. Tugatog
7. repair of River st. – Tenejeros
8. repair of various public school buildings

The upgrading of the municipality's responsiveness is a vital factor that could spell success or failure in its various undertakings. Thus the administration is in the midst of several efforts to revitalize its stand – the capability to extend the services it must provide to assure the development of Malabon.

1987 TOURISM YEARENDER

By Raul J. Teehankee

The Tourism Department advances with the promotion of the Philippines as an ideal vacation destination and along with its attached agency, the Philippine Convention and Visitors Corporation (which is charged with marketing the country) forges ahead with the Philippines as a convention destination. 1988 will see the repositioning of the Philippines as the Fiesta Islands of Asia and the Pacific, the new marketing approach to be adopted by the lead tourism agency in projecting the Philippines in the international tourism market arena.

Setbacks though, like the continuing violence of political events in the country which we shall refer to as the revolutionary process or the democratic evolution are the number one deterrents to continued tourism growth and sustained tourism arrivals in the Philippines. The situation is further compounded by the infighting between and within the public and private sectors.

A concerted effort towards an in-house "cleansing" of the Philippines to prepare hersef for a domestic tourism thrust (getting the foreigner to the country and out of Manila to travel to the provinces) so that the provinces and municipalities may share in the tourism receipts that foriengers bring into the country is both immediate and imperative.

(Continued on page 59)

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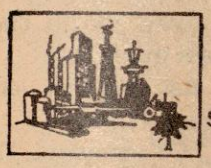

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MANDALUYONG
Government programs revitalized



By Tom Canchella

According to legend, the name Mandaluyong was from a mythical story of two star-crossed lovers: Luyong a Maharlika chief and Manda, the beautiful daughter of a barangay chieftain.

This legend however, like most Philippine Folklore, concludes with a little less tragic denouement than Shakespeare's Romeo and Juliet.

Inspite of Luyong's endless battles and trials to appease the chieftain's abject antiphaty, he nonetheless pursued his sincere intentions. This somehow softened the olders man. The chiefrain finally recognized Luyong's virtuous qualities and agreed to the marriage of Manda and Luyong.

The plight of Luyong finds parallelism in the problems of Mandaluyong during the earlier days. From the Spanish occupation halfway through the American regime, Mandaluyong was an agricultural town.

Of all the municipalities surrounding Manila, it was said that Mandaluyong was the most backward. This was primarily due to its topography, a vast mountainous area with no roads directly linking it to Manila and the adjacent municipalities for a long time.

Progress started for the Mandaluyong residents with the constructions of the Sevilla bridge connecting the municipality with Sta. Mesa and the Lambingan bridge serving as a conduit to Sta. Ana before the outbreak of WWII. Progress was further enhanced with the improvement of Shaw Blvd. linking Mandaluyong with Pasig and the northern municipalities of Rizal. With the opening of EDSA, which connects the municipality with Makati and Quezon City, Mandaluyong gradually transformed from an agricultural expanse to a highly commercialized, residential and industrial area. Over the last 20 years, Mandaluyong has dramatically ascended from a lowly fourth class town to a first class municipality.

Mandaluyong has a total land area of 26.sq. km. It has 27 barangays and 236,308 residents. The people of Mandaluyong are said to be lovers of freedom. During our fight for independence against the Spaniards, the residents of the municipality exemplified Filipino patriotism and valor as they gallantly fought the forces that curtailed the independence of our motherland. To commemorate their courageous efforts, a monument was built at Barangay Hagdang Bato Itaas, the assembly point of the Mandaluyong Katipuneros before their march to Balakbak, where the Filipinos declared the start of the revolution under its Supremo, Andres Bonifacio of the Katipunan movement.

During WWII, Mandaluyong lost several of her sons in Bataan, Antipolo, and Ipo dam fighting the imperial forces of Japan. To honor all those who died fighting the Japanese a monument was erected; and later on, declared the 9th of February as a special holiday in thanksgiving for the liberation of the municipality.

Again another call for the restoration of freedom and democracy summoned the people of Mandalu-

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RAMON M. GUZMAN
VICE MAYOR

COUNCILOR

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DELFIN ASISTIO
ELMER SANTOS
FELIX SERINA
ROBERTO FRANCISCO

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Municipal Personnel Officer	BENJAMIN R. PONCIANO
Municipal Attorney	ATTY. ROBERTO LIM
Municipal Treasurer	JOSE M. ESPIRITU
Municipal Budget Officer	(Market Master) GETULIO S. BRAVO
Municipal Assessor	RUBEN F. GUINOOBAN
Municipal Health Officer	Acting Dra. EVANGELINA CASTANEDA
Municipal Engineer	ENGR. SEORILIO M. BOTE
Municipal Development-Supervisory Planning Officer	Architect VALIENTE S. PEDRO
Barangay Affairs Officer	DR. ARSENIO S. ABALOS
Police Station Commander	Police Col. TIMOTEO STA. MARIA
Fire Station Commander	Fire Major DOMINGO ROBRICADO
Environmental-Sanitation Area Supervisor	EUGENIO ESPIRITU

yong in Febraury 1986. With the same patriotism and gallantry as their forbears, the townsfolk marched to EDSA for the historic People Power Revolution.

After the revolution, a new administration was installed in the municipality of Mandaluyong. At the helm of the local government was Mayor Benjamin Abalos who served as OIC. With the mayoral election over, Abalos was elected Mayor by winning in all 27 barangays of the town, an unparalled victory in Mandaluyong politics.

Among the accomplishments of the administration in 1987 was the revitalization and upgrading of existing programs and the facilitation of a more efficient delivery of services.

In the area of education, additional schoolbuildings were constructed at the Mandaluyong High School and Andress Bonifacio Elementary School. New public schools were established in Barangays Buayang Bato and San Jose. Major repairs of all public schools were undertaken last year providing all with toilets and drinking fountains.

As part of administartion's expansion and infrastructure programs, new school buildings were constructed at the Mauway Elementary School, Plainview Elementary School and Highway Hills Elementary School Unit 1. Proposed projects in the field of education, integrated in Mayor Abalos' 5-year program include :

1. Upgrading of the Mandaluyong High School Highway Hills Annex into a complete high school.
2. Establishment of a new elementary school and playground at Barangay Mabini J. Rizal.
3. Put up a new elementary school at Barangka Itaas and Barangka Ibaba.
4. Setting up of public libraries in all barangay halls

Aside from the basic health services, the municipal government continues to address the increasing population. To service the people effectively, two health centers are spread out in the 27 barangays in the municipality. Two lying-in clinics and the Mandaluyong Medical Center support the health requirements of the town.

In 1987, the administration increased the allocation and ordered the purchase of more medicines and other health related essentials being given to charity cases.

The Mandaluyong Hospital, an obstetrical institution, was converted into a General Hospital. Expansion of the present building is underway to increse its bed capacity and provision for an increase of intensive care units.

Infrastructure programs has been in full swing since the incumbency of the new administration. Notable projects last year were the installation of water and electric lines in most of the depressed areas and the renovation of all health centers in the municipality. Other proposed projects include:

1. Construction of vehicular and pedestrean underpasses at Boni Ave., EDSA, and Pioneer intersections.
2. Construction of Post Office Building within the Municipal grounds
3. Construction of a road linking A. Luna ext. with J. Luan st. at Bagoong Silaang
4. Construction of water pumping station with overhead tanks to service the whole of Hagdang Bato Itaas, Burol and portion of Poblacion and Pag-asa
5. Construction of a sports complex atop the Mandaluyong Public Market
6. Construction of a multipurpose auditorium at the back of the municipal hall
7. Construction of a Central Market at Boni Ave. cor. EDSA and Pinatubo

One of the concerns of a growing municipality is the problem on housing. Attendant to this space availability. The municipal government realizes this need and has thus prioritized housing as one of its major concerns. Among the projects in the offing are, the construction of 200 housing units along Fabella road for teachers, policemen, firemen, and other low-income employees; construction of 800 low cost housing units at the National Center for Mental Health, construction of low cost residential condominiums at vacant PNR properties and the construction being undertaken by Bliss Development Corp. and Home Development Fund for low cost mass housing.

As in the legend, Luyong overcomes the trial hurled at him in much the same way as the municipality which had been named after him, had weathered the tests of time to rise above its weaknesses to become one of the more important towns in Metro Manila.

(continued from p. 44)

MAKATI TODAY

This once worthless swampland is now a booming, growing business center with all the trimmings of a full-blown city. It in fact has super first class municipality status.

Makati has emerged as a trade and financial center not only in the Philippines but also in Southeast Asia.

This is so because most of the country's top commercial and industrial firms, including exploitative multi-nationals, hold offices and do business deals in this suburban town three miles southeast of Manila, on the left bank of the Pasig river.

On the north is Mandaluyong and on the east is Pateros. Pasay city lies at its southern and southwestern parts while Manila limits Makati's northeastern side.

Its total land area is 2,986 hectares. 1,1154.44 hectares is in New Makati; 814.51 hectares in Old Makati and 1,016.65 hectares in the Military Reservation.

The road network in Makati, the town with the most expensive real estate per square meter in the country, is made up of 474 streets of which two are national roads and the rest municipal and Metro Manila roads. Over 90 per cent of these are asphalted, cemented and well-maintained.

The national roads are 9.167 kilometers and the municipal and Metro Manila roads are 143.673 kilometers.

MARIKINA
Evolving into a premier industrial town

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VICE MAYOR

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The town of Marikina was said to have been established in 1630 by Jesuit priests who came to christianize the new Spanish colony. According to a legend the Jesuits found an icon of the Holy Child among boulders of rocks in the wilderness, and thus named their mission "Jesus dela Pena" or Jesus of the rocks.

In 1788, a Spanish colonial officer, Capt. Berenguer de Mariquina, was assigned by Spain to govern the area. The name of the town was since changed in honor of the Spanish captain.

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Municipal Personnel Officer	CORAZON P. FORTEZA
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General Services Chief	
Sports Division Chief	CELSO DE LA PAZ
Barangay Coordinator Chief	NARCISO DE LA CRUZ
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Market Master Chief	JOSELITO CRUZ
Community Relations Officer	WENCESLAO DE LA PAZ
Police Station Commander	Police Col. CELSO G. FRANCISCO
Fire Station Commander	Fire Capt. OSCAR REYES
Municipal Librarian	Ms. CONSOLACION E. MARCELINO
Metropolitan Trial Court Judge No. 75	Judge GREGORIO DE LA PAZ
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Legal Consultant	Atty. NICANOR M. LAPUZ

Synonymous to Marikina is its shoe industry. Interestingly, this industry was started by a wealthy farmer, Don Laureano Guevarra, popularly known as Kapitan Moy, who took notice of the Marikenos inherent craftmanship in manufacturing wooden slippers and shoes. After the success of Kapitan Moy's enterprising shoe business, the townsfolk leaned to shoe-making to tide them over during the idle months of farming. This pre-occupation among the Marikenos during the Spanish times is now a major industry in the municipality. Today it continues to be a major contributing factor in the development and upliftment of Philippine-made products in the world market, thus a major dollar earner.

With the advent of the People Power revolution, a new kind of leadership emerged in Marikina politics. At the helm of the new government now is Mayor Rodolfo Valentino who instituted organizational reforms within the municipal office.

He introduced a people's consultative council, the aim of which is to provide a proper venue for discussions on local and national issues which affect the municipality. The council also hopes to forge closer relations between the people and their elected officials.

Total industry-wide investment has been placed at P200 million for leather footwear production and P950 million for the manufacture of rubber and plastic footwear.

Almost 85 per cent of shoe makers operate in residential areas: only 12. 3 percent own factories. To these facts could be attributed the fine craftmanship of Marikina shoes — most are virtually handcrafted.

Nationwide, the shoe industry is the source of livelihood of some 40,000 workers.

Infrastructure Improvement

Municipal and barangay roads were given priority to provide better linkages to neighboring cities and municipalities by reducing travel time and distance. Completed were the cementing of E. Jacinto and P. dela Paz Sts. in Bgy. Sto. Nino; Capt. Venciong St. from Shoe Ave. to Lark St. in Bgy. Sta Elena and the 1.6 km. Malaya St. in Malanday. Patching and asphalt overlaying were also done in several streets throughout the municipality.

A major drainage system project was completed with the construction of a three-single barrel box culvert in Usiw Creek, spanning some 1.775 kms. from the boundary of Nangka and Parang down to Concepcion. This project benefitted thousands of Marikina residents, specially those living in the area from Jem Subdivision to Bayanbayanan area. Another project is the construction of a big flood interceptor along Marcos Highway. This project is designed to solve the perenial flood problems of some 38 subdivisions located on the eastern side of Marikina.

Health

There are 13 public health/puericulture centers, five hospitals, and about 38 private clinics that offer varied specializations. The only government hospital is the Eulogio Rodriguez Memorial Hospital at Bgy. Sto. Nino. Four private hospitals, the Immaculada Concepcion Hospital and the P. Gonzales Hospital both located at Bgy. Concepcion; the Hilario Lazaro Hospital in Bgy. Barangka and the Dr. Nestor Garcia Hospital in Bgy. Nangka service most of the residents of Marikina.

The health department of the municipality is developing a more comprehensive system of health and welfare assistance. It has introduced a number of health programs focusing on nutrition, expanded immunization program, feeding program for pre-schoolers and pregnant mothers and a more intensive information drive on health awareness and education.

Education

The Mayor has successfully negotiated for the approval of a P7.5 Mi budget for the construction of six-classroom buildings in the different barangays namely:

Barangka, Calumpang, Parang, SSS Village, and Concepcion I.

Three – classroom buildings in Bgys. Industrial Valley and San Roque Industrial Arts building in Bgys. Parang, Sto. Nino and Tanong, and Home Economics building in SSS Village Elem. School.

Despite limited resources, the municipality continues to maintain a public secondary school, the Marikina High School. The 1987 enrollment swelled to over 3,100 students.

Social Services

The municipal government continues to address the pressing needs of a developing municipality, particularly in the areas of employment and housing.

At present, the municipal government has developed three areas under the Zonal Improvement Program in coordination with the National Housing Authority. These are the Bulelak-Minahan ZIP Project in Bgy. Malanday; Urban Bliss in Bgy. Barangka; and the Sitio Olandes in Bgy. Industrial Valley. The latest on-going development is located at Sitio Balubad in Bgy. Nangka. Some 4,00 families have benefitted from the program.

Given equal priority are the income-generating programs of the local government such as the self-assistance employment program and the job placement programs. Hundreds have benefitted from these programs; others have even started their own businesses through the help of the social services arm of the local government.

With the ingenuity, creativity and the resourcefulness of the Marikinos, the development of Marikina as an evolving premier industrial town is assured.

1987 Tourism. . .

VISITOR ARRIVALS AND THE HOTEL INDUSTRY

January to November 1987 arrival statistics was at 714790 (based on available data) compared to 1986 statistics at 692477 covering the same period. And based on these trends the yearend 1987 sees projected tourism arrivals at 812, 778 a growth rate of 4% over arrival figures registered in 1986 at 781, 517. It must be noted here that 1986 arrival statistics yearend registered a miniscule 1.09% increase.

Hotels have experienced a rosier year in 1987 with an overall average occupancy of 65.84% (for all categories from January to November 1987). This showed an increase of 10.23% over 1986 figures covering the same period. The number of rooms available to Metro Manila visitors was pegged at 8461 representing 45 hotel establishments from 1 to 5 star category. Four more hotels opened in 1987 in addition to the 41 existing. establishments. Twelve 5 star-hotels establishments with a total 5,578 room capacity accounted for 65.92% of the total guestroom allotments in Metro Manila. The five-star establishments reported an average occupancy rate of 70.46% from January to November 1987 representing an increase of 12.83% over 1986 covering the same period. The tourist's average length of stay for the first eleven months of 1987 was computed at 2.69 nights. The months of January and August 1987 experienced the highest occupancy rates at 72.62% for all categories. The reports on the occupancy averages were culled from the submission of 12 five-star hotels with an aggregate average occupancy of 70.46%. Four 4-star hotels, hotels reported average occupancy at 58.42%. Fourteen 3-star hotels reported 57.47%, Eight two-star hotles averaged 55.39% while seven one-star hotels submitted an occupancy 53.07%. All reports are from January to November 1987.

(Continued on page 69)

MUNTINLUPA
Consultative policy key to progress and development



TULAD ng ating mahal na Pangulong Aquino, kami ay naniniwala na ang pamahalaan magiging epektibo lamang kung malaki at malakas ang tiwala ng mamamayan. Ang pagtitiwala at suporta ng bayan ay makakamtan lamang kung ang pamamahala ng bayan ay gagawing lantaran, tila baga isang bukas na aklat, upang matunghayan ng lahat.

Like most local governments in Metro Manila, Muntinlupa was a virtual mess when Mayor Ignacio "Toting" R. Bunye took over as officer in charge just a few months after the so-called EDSA revolution in 1986.

There was even a point in time when Bunye doubted if he ever made the right decision in leaving a lucrative and secure position with the corporate banking group of the Bank of the Philippine Islands.

Muntinlupa was not just in a mess. It was a murky pool when he waded into its administrative quagmire left by his predecessor.

"If President Aquino inherited more than $26 billion debt from Marcos, I inherited some P25 million debt," Bunye said in his second state of the municipality message to his constituents.

Odles of delinquency taxes remained uncoilected. Some P55 million from realty taxes alone were due the town coffers. It was also found out that of close to 3,050 business firms in town more than half did not pay their business taxes.

When he sat down, or rather tried to sit down, Toting found that he could not literally sit. There was no chair!

The townhall was cannibalized of office equipment such as desks, chairs, airconditioners, curtains, carpets and refs.

Toting was also heir to anomalies, graft galore. For instance he found out that in the guise of conducting a series of anti-drug addiction seminars in January 1986, more than P1.5 million made an unexplained disappearing act from the coffers!

This was aside from P346,000 for an Araw ng Kalayaan celebration and P256,000 for an athletic meet that never was.

So one of the surgical acts that Bunye made upon assuming office was to put up a Citizens' Advisory Commission Against Graft and Corruption. Sitting on as members are known religious and moral leaders of the town such as Mons. Ernesto Esperidon and Vicar Forana and also representatives from various sectors in the town.

IGNACIO R. BUNYE
MAYOR

JAIME D. FRESNEDI
VICE MAYOR

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ALEJANDRO L. MARTINEZ
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Municipal Administrator	Atty. VICTOR D. AGUINALDO
Municipal Treasurer	(Acting) EDUARDO A. ALON
Municipal Budget Officer	
Municipal Cultural Officer	TEOFILO B. OSORIO
Municipal Assessor	(Acting) FLORENCIO A. CIRIACO
Municipal Engineer	Engr. SILVIRIO B. CIPRIANO
Municipal Health Officer	Dr. VIRGILIO A. ABAD
Police Station Commander	Police Lieut. Col. SILVESTRE D. ROSAURA
Fire Station Commander	Fire Lieut. JORGE BERNARDINO
Technical Asst. on Public Administration	Atty. QUIRICO D. CARLOS
Municipal Planning, Development Community Relations Officer	ALBINA PARADINA
License/Permit Divisions Officer	(Acting Chief) HONORIO SANTIAGO
Senior Barangay Officer	BENJAMIN DIAZ
Civil Security Unit Chief	FRANCISCO T.OCA III
High-School Principal	(Acting) Dra. CORAZON SANTIAGO
Environmental & Sanitation Chief	RODOLFO SANTOS
Postmaster	ASTERIO RAMIREZ
Telecom Representative	HERMINIA UY
BIR Representative	LYDIA P. CORTEZ
Comelec Registrar	ELSA L. CORDELOSON

TOP TO BOTTOM RE-ORGANIZATION

Among the first official acts that the youthful mayor did was to initiate a thorough revamp of the town's officialdom.

Sensitive positions previously held by his predecessor's key men were given to Toting's own handpicked braintrust.

Lawyer Jaime R. Fresnidi was named municipal attorney. He was later appointed OIC vice mayor and like Bunye subsequently made it during the January 1988 local polls.

Others named to top key posts in the municipal government were: Epifanio Espeleta as executive as-

sistant; Vicente Rodriguez as Sr. Community relations officer; Nicanor Rongavilla, property and procurement officer; Honorio Santiago, tax and license division chief; Dante Almario, barangay coordinator; Atty. Quirico Carlos, personnel officer; Dr. Estelita S. J. Santos, municipal health officer.

Other top posts previously held by carry-over officers were retained such as the posts of municipal treasurer, municipal assessor and budget officer and town engineer.

A few technical assistants to help the town executive in policy making were also named. Cesar Manalo was named technical assistant for Fiscal Management; Victor Aguinaldo and Nestor Madlansakay for Good Government and Alfredo M. Bunye Jr. for public works.

CITIZENS' ADVISOR COMMISSIONS

Bunye also tapped the talents and help of private citizens by creating various commissions to help him run the government.

He has ready sources of counsel and advice from citizens in the community who serve the town government for free.

These commissions are :On Peace and Order, On education, On Public Health, On Urban Poor, On Urban Planning and Development, On Spiritual and Moral Renewal, On Business and Trade and lately the Commission on Public Information.

The creation of these commissions, according to Bunye is his version of participatory democracy.

Privileged parasites living off the municipal coffers known as the 15-30 employees were also cut off from their sources of unearned income.

FISCAL SAFEGUARDS PUT UP

Auditing requirements were strictly enforced to safeguard the town finances. For instance, it is now necessary that before any purchase made, a canvass of prices should be conducted to assure that the lowest price will be paid.

Initiated also the method of centralized purchasing to offset unnecessary buying of office supplies that are not actually needed.

Vouchers were also required to be pre-numbered to effectively control purchase of equipment. Trip tickets were also carefully scrutinized to save on gasoline purchases.

This last item made the town save 50 per cent on expenses for gasoline.

To also protect the town consumers, the new town administration launched "Operation Timbangan" in all the markets. This was aimed at pinpointing all the defective weighing machines.

TAX COLLECTION AND BUSINESS LICENSING

As previously mentioned above, when Bunye took over the town government, registered business establishments were only a little over 1,500. In less than a year of his term, these number almost doubled to 2,140.

Formerly, the business tax collection was only about P2.7 million which Bunye has raised to P3.2 million or an increase of more than 20 per cent.

Tax collection is still expected to increase thereby providing the funds of much needed public services and for meeting the financial obligations of the government to its civil servants.

For instance, the municipal employees were able to get their 10 per cent salary adjustment shortly after Bunye took over the helm of the town government and the high school teachers at the town high school got their 20 per cent salary adjustment.

Aside from the P1,000 christmas bonus for town employees, the municipal government also now gives its employees another P1,000 yearly medical allowance.

RED TAPE MINIMIZED

One of the obstacles in an effective tax campaign in the past was the public nemesis no. 1 – crippling red tape. It took three days in the past before a business tax payer could renew his license.

In a newly installed system, it takes less than an hour for a license-applicant to get his documents. The system also minimized graft and did away with what used to be a rampant 'lagay system."

DRUG ADDICTION TACKLED

Just like in other Metro Manila towns, drug addiction is a serious problem among the young in Muntinlupa.

To fight this menace, Bunye has tasked his vice Mayor, Jimmy Fresnidi as action man of an all out anti-drug menace addiction campaign.

The drive is multi-sectoral and multi-pronged. With government support and encouragement from such agencies as the Narcom, the Dangerous Drugs Board, the police department and others, civic and social groups in town gradually hit on the problem of drug addiction.

Seminars, raids on drug addicts and drugstores, were only some of the methods they used.

Sports development programs have been launched on a continuing basis at the barangay and municipal levels.

Lakas ng Kabataan groups have been organized as core organizations to put up info drives and sports activities in their respective areas

Each unit of these groups have been given a sports kit made up of basketball, volleyball, chess set and a badminton set. These equipment were expected to provide some form of wholesome recreational activities for the town youth.

TONG COLLECTION CURBED

The town government has put up a Jeepney Central Terminal near the Flea Market to stop rampant tong collections from jeepney drivers.

The terminal also placed order in the almost anarchic traffic along Alabang Rotunda.

A driver used to shell out about P20 per day to illegal dispatchers in this area. Now the driver pays only P5 and this amount goes to the town treasury and duly receipted.

Town revenue from this source is now P2,000 per day.

These municipal government improvements were just a few of the positive changes that Bunye has brought forth in his still most brief tenure.

PROFILE OF MUNTINLUPA

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY

THE LAND

Located at the southwestern part of Metropolitan Manila bounded at the north by Tagig, the northwest by Paranaque, the west by Las Pinas, the southwest by the province of Laguna, and Laguna de Bay on the east side.

Land Area – 47.7 sq. km.

Major Land Sections :

- Lower Portion – Populated barangays bordering the shores of the Laguna de Bay.
- Mid Portion – Habitation along the Manila South Road (South Expressway and the Old National and Provincial Roads)
- Upper Portion – The biggest portion consisting of the subdivisions and government lands.

Land Use:

- Residentials – 67%, No. of Households – 38,498
- Commercial – 10%, No. of Registered Voters – 127,189
- Industrial – 10%, No. of Voting Centers – 498
- Open Space – 3%, No. of Streets – 35
- Institutional – 10% No. of Districts – 2

HISTORY:

The history of Muntinlupa is very similar to that of other towns of the Province of Rizal. There are at least three versions how the town got its name. First, its being associated with the thin top soil in the area, thus the name ''Muntinglupa'', second is that when the Spaniards asked a group of men playing card games about what the place was, these Filipinos answered, ''Monte sa Lupa'' thinkin they were asked what they were doing. And the third version is the topographical character of the area, whereby the word ''Monte'' (mountain) was expanded to ''Monte-lupa'' or mountain land.

The first and third versions of Munting-lupa and Monte-lupa respectively settled down to Muntinlupa through either mis-spelling or mispronunciation. However, no records are available to establish definitely which of the three versions is correct.

Nonetheless, Muntinlupa is an old name which refers to a village now known as Poblacion. It is indeed interesting to note that as early 1800, Father Joaquin de Zuniga recorded it as ''La Poblacion que sigue se llama Muntinlupa''. Here the name is spelled as it is today. Oddly enough in some latter documents, the name appears as Muntinlupa.

Before, as early as 1601, Muntinlupa was under the supervision of the Augustinians. The religious instruction of the natives of Muntinlupa was assigned under the convent of Guadalupe Sanctuary, until a certain man named Ouijano Bustamante purchased from the natives, the land of Muntinlupa. In 1869, the project of forming a town out of the barrios of Muntinlupa was approved by the Civil Government.

In 1901, Muntinlupa was one of the district of Morong. Then on November 25, 1903, by Act 1008 of the Philippine Commission, the municipality of Muntinlupa was included within the boundary of Laguna and placed under Binan together with San Pedro. Muntinlupa residents protested against this Executive Act. Through Marcelo Fresnedi, the town head who represented the people, a formal petition was presented to the Governor for the return of the said Municipality to Rizal province.

The petition was heared and granted through Act 1308, and was duly approved on March 22, 1905, by virtue of which Muntinlupa was returned to Rizal to become a part of Tagig together with Pateros. Then the said town Muntinlupa was separated from Tagig being too far for the convenience of the Muntinlupa residents.

So another petition was made, this time for an independent status of the municipality. Independence was granted under Executive Order No. 108 dated December 19, 1917, with the approval of Governor Harrison and which took effect on January 1, 1918.

Contemporarily speaking, Muntinlupa belongs to a first class "A" municipality, comprising nine barangays with a total population of about 246,000 and with registered voters numbering 115,461 as of 1986. Muntinlupa, together with Tagig and Pateros formerly belonged to one political district.

With the ratification of the 1986 Constitution, Muntinlupa, together with Las Pinas now form one political district. Muntinlupa is divided into two districts. District I includes the barangays of Tunasan, Poblacion, Putatan and Bayanan, while District II consists of barangays of Alabang, Cupang, Buli, Sucat and New Alabang.

PEOPLE:

- Population – 259,647 as of 1986 Census estimates
- Population Density – 5,443/sq. km. for 1986 Census estimates

EDUCATION:

Schools:

- Eelementary Schools – Government/Public Schools = 13
  Private Schools = 4
- Secondary Schools – Government / Public Schools = 2
  Private Schools = 7 for a total of 26 schools.

RELIGION:

Predominantly Roman Catholic, with minority sects such as Iglesia ni Kristo, Protestant, Aglipayan, etc.

SERVICES:

- No. of Police Stations – central - 1; Precinct - 3
- No. of Fire Stations – main - 1; sub-station - 1
- No of Hospitals – Public - 2; private - 2; lying-in - 1
- No. of Health Centers – 8
- No. of Day Care Centers – 11
- No. of Parks/Playgrounds/includ- plazas and paraisos – 9
- No. of Monuments and Historical Shrines – 2
- No. of Markets – public - 1; private - 3; supermarket - 2
- No. of Banks – government 1; private - 15
- No. of Ports – 2

HISTORICAL SITES AND TOURIST SPOTS:

NEW BILIBID PRISON

It is situated in Muntinlupa, Metro Manila about thirty kilometers away south of Manila. It has an area of 551 hectares. The New Bilibid Prison was completed on November 15, 1940 but it was only on January 22, 1941 that it was officially named the New Bilibid Prison by the Cabinet to distinguish it from the Old Bilibid Prison.

This main prison was originally put up for a 3,000 prisoners capacity but after some improvement and construction of additional buildings, it can now accommodate 7,000 prisoners. The New Bilibid Prison has 975 officers and employees. It consists of the Reception and Diagnostic Center, Maximum Security Prison, Minimum Security Prison and also had a 450 bed-capacity hospital.

THE JAPANESE CEMETERY

The World War II Japanese prisoners confined at the New Bilibid Prison who eventually died were buried at the Southern portion of the New Bilibid Prison's Reservation. The cemetery was said to be one of the historical sites and at the same time a tourist spot of Muntinlupa.

SERUM VACCINE LABORATORIES:

Located at the Up Side Alabang, Muntinlupa, Metro Manila, and founded in the year 1921. SVL is under Directress Dra. Virginia Bassaca Sevilla. The said laboratories produce the following vaccines distributed locally and for foreign consumption.

1. Pure Tyhpoid Vaccine for Typhoid Fever
2. Tetanus Toxoid for Tetanus
3. Diptheria Toxoid for Diptheria
4. Anti-Cholera Eltor for Cholera
5. Anti-Venim for Snake bites
6. Anti-Rabies for Dog bites

BACCILUS CALMETTE GOERIN (BCG)

This is likewise located at the UP Side Alabang, Muntinlupa. Metro Manila besides Serum Vaccine Laboratories. The BCG produces the following vaccine such as :

P P D or Protein Purified Derivatives or Tuberculin Injection BCLe or Anti-Tuberculosis or T. B.

LAGUNA DE BAY

Muntinlupa is one of the coastal towns along Laguna de Bay. In fact, residents who reside along the coast are mostly fishermen and fish vendors who depend on the lake for livelihood. The area along the bay used to be a favorite spot for picnics and excursions. However, interest in the area has diminished because of pollution and inadequate environmental protections,

THE ALABANG COUNTRY CLUB

This exclusive country club is famous for its golf course and polo fields. It also has several other sports facilities for its members and guests. The country club is part of the development plan of the Ayala Alabang Village. It was inaugurated in 1979.

RESEARCH INSTITUTE FOR TROPICAL MEDICINE.

The latest addition to the National Government's institutions established in Muntinlupa is the Research Institute for Tropical Medicine (RITM) created by Executive Order No. 674 dated March 25, 1981.

This institution is an agency of the Department of Health, and has been constructed and equipped by the Japanese Government thru the Japanese International Corporation Agency (JICA).

The research program is under the supervision of the Department of Health, and jointly planned with the National Science and Technology Authority (NSTA) and the UP Health Science Center.

This Research Institute is established to conduct studies on the prevalent infectious and tropical diseases that affect the Filipino people.

POLITICAL BACKGROUND

Muntinlupa was inhabited long before the Spaniards came to the Philippines. The first settlers from Borneo and Indonesia who occupied the rivers mouths because they were mostly seafarers. The permanent settlers later engaged in farming and fishing as their main source of livelihood.

When the Spaniards came to Muntinlupa, they could not determine where the seat of the local government should be. Their choices were Tunasan, Poblacion and Alabang.

Their reason were: Tunasan yielded most number of cavans of rice harvested while Alabang is the centermost part of the whole town, However, they agreed on Poblacion because all the Friars resided here and the other government offices were established here.

Among the Filipinos who served as town officials during the Spanish regimwere : Alejandro Montillano, Lucio Navarro, Cirilo Navarro and Estanislao Espeleta.

The following were the town executives with the years of their incumbency:

1. Vidal Joaquin – 1918 to 1919
2. Melencio Espeleta – 1918 to 1921
3. Primo Ticman – 1922 to 1924
4. Pedro Diaz – 1925 to 1930
5. Tomas Molina – 1931 to 1933
6. Marciano Arciaga – 1934 to 1936
7. Leon Mendiola – 1937 to 1939
8. Pedro Diaz – 1940 to December 5, 1944
9. Juan Aman – December 6, 1944 to January 1945
10. Francisco Gilbuena – February 1945 to April 15, 1945
11. Baldomero Vinalon – April 16, 1945 to 1946
12. Bonifacio Ticman – 1946 to 1947
13. Bonifacio Ticman – 1948 to 1951
14. Baldomero Vinalon – 1952 to 1959
15. Francisco de Mesa – 1960 to March 17, 1964
16. Demetrio Loresca – March 18, 1964 to October 5, 1964
17. Maximino Argana – October 6, 1964 to Jaunary 10, 1067
18. Demetrio Loresca – 1968 to 1971
19. Maximino Argana – 1972 to June 30, 1985
20. Santiago V. Carlos, Jr. – July 1, 1985 to June 12, 1986
21. Ignacio R. Bunye – June 13, 1986 to Dec. 2, 1987
22. Victor D. Aguinaldo – Dec. 2, 1987 to Feb. 1, 1988
23. Ignacio R. Bunye – Feb. 2, 1988 to Present

NAVOTAS
Improved fish marketing marks the town's progress

FELIPE C. DEL ROSARIO
MAYOR

SERAFIN E. IGNACIO
VICE MAYOR

COUNCILORS:

ANGEL D. CALAYAG
JAIME A. DELOS SANTOS
MARTIN M. FERNANDO, JR.
LUTGARDO P. CRUZ
ARMANDO ANGELES
JOSE C. PROVIDO
ERLINDA S. RAMIREZ
ALBERTO P. SENGCO
DAVID S. PASCUAL
AVELINO D. NAVAL

Municipal Administrator	MRS. ROCELI R. GOPEZ
Municipal Engineer	Engr. MIGUEL P. SERRANO
Municipal Assessor	ARTURO V. CORONEL
Municipal Health Officer	Dr. BENJAMIN DIZON
Municipal Budget Officer	JOSE RUIZ, JR.
Municipal Personnel Officer	ROCELI GOPEZ
Barangay Operations Officer	(Acting) ROSENDO D. CALAYAG
Permit/Licensing Division Officer	GIL LAZARO
Police Station Commander	REYNALDO I. TECLAO
Fire Station Commander	BENIGNO SEVILLA
Municipal Treasurer	FLORANTE M. BARREDO
Municipal Judge	JESUS O. MARTINEZ
Postmaster	Ms. NEMESIA PABLO
Comelec Registrar	Atty. FEDERICO VENSON
Special Secretary to the Mayor	BENJAMIN VELARDE
Project Development Officer	(Vacant)
Municipal Development Planning Officer	ROSENDO D. CALAYAG

It was generally believed by the people of Navotas that a long time ago, the turbulent waters of Manila Bay gradually eroded a weak strip of land between Navotas and the district of Tondo in Manila until an opening was made. This opening eventually developed into a regular waterway that is now known as the Navotas River. The phenomenon of nature must have caused the reference to this place as Butas or Navotas, a name which literaly means "pierced through" in English.

The movement of separation of Navotas from Malabon started on Dec. 20, 1827. The clamour for independence was precipitated by the difficulty of the people of the area to transact business on account of the wide body of water that separates them from Malabon. The movement however was met with sucessive failures, for on various occassions, the petitions for separation were disapproved by the government.

On Jan. 16, 1909, after almost 31 years, the movement finally had its success; Navotas finally became an independent municipality with the enactment of Act. No. 1442, which separated it from Malabon. This is the status of the town to this day.

Navotas is the fishing center of the metropolis. It is also the site of what is reputed to be Southeast Asia's largest fish market, the Philippine Fishery Port Complex. Containing an area of 10.77 square kilometers, Navotas is an elongated strip of land bounded on the east by the town of Malabon, on the south by Manila, on the north by Bulacan, and on the west by the Manila Bay. It is composed of 14 barangays and 150,000 residents and 10,000 transients who ply their trade daily within the Fishery Port Complex.

Medical Services

The municipal government operates eight health centers stratigically located around the town. The health centers provide free medical and dental services to the people as well as free medicines for the needy. In 1987, the number of patients served by the different medical services are listed hereunder:

Dental services
oral examination – 8,605 cases
prophylaxis – 5,648
fillings – temporary – 1,440
permanent – 3,787
extraction – 3,548
periodental disease treated – 2,068
consultation/prescription – 928
health education activity – 623
total number of services rendered – 24,319

Nutrition
Operation Timbang Results
No. of children weighed – 12,253
severely underweight – 178
moderately underweight – 1,478
mildly underweight – 5,483
Normal – 4,474

Sanitation Services
no. of health certificates issued – 1348
no. of establishments inspected – 2738
no. of inspection made – 3462

The streets of Navotas are generally narrow and apparently incapable to accomodate the growing traffic in the area. Most of the streets however, are either of concrete or asphalt. Side streets are mostly concrete that connect the interior barangay to the main street. A continuing road improvement program has already been mapped out by the municipal administration to ensure better mobility.

In 1987 alone, 26 infrastructure projects have been undertaken, ranging from road repairs, installation of waterlines, to the construction of additional classrooms in Daanghari Elementary School, two-storey classroom at the Bagumbayan II, completion of one H.E. building at Daanghari Elem. School, contruction of two-storey six classroom at the North Bay Blvd. Elementary School.

Navotas is basically a fishing town with a good 70% of its population deriving its livelihood from fishing and other related industries, and 46% of its total land area devoted to fish ponds.

The fishermen of Navotas range from the low marginal fishermen to the most modern and sophisticated fishing fleets that dominate the fishing ground of the country today. Marketing of the catch is done through a modern market complex known as the Navotas Fishery Port. It is estimated that the market provides some 70% of Metro Manila's fish requirements as well as most of our marine exports.

Boosting this industry is the existence of some 18 shipyards and docks which build and service the growing demand of the fishing industry. Similarly, ice and storage facilities by some seven ice plants are operational with more to be put up in the near future.

Aside from these are other related industries, Navotas is also the site of many manufacturing concerns mostly concentrated in the San Rafael Village area and considered the principal source of the municipal's income.

With the opening of the Dagatdagatan Industiral estate, it is expected that Navotas shall experience an improved economy.

FISHING

The Philippine is blessed with an abundance of resources. Part of that is a vast 643,243 square miles of rich marine resources. Sadly, out of that figure, 125,950 square miles are still left untapped.

Inland resources consist of 557,000 hectares which include freshwater and brackishwater swamplands and fishponds and other inland resources such as lakes, river, reservoirs and canals readily available for direct harvest or culture program. There are 176,000 hectares of operating fishponds which are now subject to intensive effort and massive inputs for increased production. The Philippines has 68 lakes with an area of 200,000 hectares, river area of 31,000 hectares, reservoir of 130,000 hectares and 249,000 hectares of rackish water.

Marine resources consist of 1,666, 300 sq. m. Fishing however, is confined to the coastal and inland waters. Coastal water account for 265,470 sq. km. from shore to depths of 200 meters. Of the total only 126,500 sq. km. are traditional fishing grounds.

Municipal fishing is the source of livelihood of more than 600,000 Filipinos. This is carried out in coastal and municipal waters, and by fishing bancas using relatively simple gears and operating on shallow waters.

The government, seeing this potential, has taken bolder steps to hasten the rate of development of the fishing industry so as to make it more responsive to the need for greater production and self-sufficiency.

On August 11, 1976, by virtue of Presidential Decree 977, the Philippine Fisheries Development Authority was created. Tasked with the responsibility to provide adequate and essential facilities for the efficient handling and distribution of the production and harvest of fishing operators. The creation of the PFDA was also expected to strengthen the government's developmental thrusts in the fisheries industry thru a program that would balance production ventures with adequate post-harvest support.

The government's efforts to raise the fish production in the country, while successful in terms of volume, have faltered in the marketing end. Primarily due to inadequate landing facilities, poor handling practices and chaotic system of distribution; marketing problems eventually develop resulting in the lowering of fish quality, slow rate of fish dispatch and erratic price behavior.

The establishment of the PFDA was imperative to systematize marketing procedures and to promote an organized marketing and distribution system. It signalled the new thrust of the government at providing modern organizational and marketing framework to supplement current and future infrastructure programs in the fishing industry.

The Navotas Fishing Port Complex was the first fishing port placed under the jurisdiction, control and supervision of the Philippine Fisheries Development Authority. Located at the northeastern section of Manila Bay, it is the largest in the Philippines and in the southeast and is the traditional landing place of commercial fishing boats operating in the various fishing grounds.

The project required the reclamation of 67 hectares of land and the installation of essential facilities. Prior to the construction of the complex, fishing boats had to anchor some 11/2 km. from the shore and wait for the amphibian trucks to bring them to the fish market. With the opening of the port, fish tubs are now directly unloaded at the quayside along the newmarket halls. The improved systems and procedures being implemented by the PFDA help in the reduction of time required for fish and other aquatic products to reach consumers. Handling of some 600 tons of fish daily has considerably improved resulting in better quality fish that reach the market everyday.

PARAÑAQUE
The hub of community builders

Paranaque is one of the thirteen municipalities that got merged by legislative fiat into what is known today as Metro Manila.

Occupying an aggregate land of 38.32 square kilometers, the town began its growth when urban residents migrated to neighboring towns to keep away from the maze of city congestion.

Businessmen knew too the advantage that they could get by either transferring or expanding their firms in this town. Indeed, 10,754 establishments didn't go wrong investmentwise. So with the developers of 144 housing subdivisions like the BF Homes, United Paranaque, Better Living and Marcelo village, to name a few.

That these community builders had adhered to the laws governing subdivision development, the municipal government had been spared with the chores of introducing vital improvements such as the parks and recreational centers.

Health is Wealth

The sanitary measures that the municipality regularly pursue could only reflect its policy of safeguarding human lives. Health is wealth may as well be its running slogan.

As of now, there are 29 medical and dental centers. This means that each barangay has its own public health or puericulture centers staffed by doctors, dentist, nurses, midwives, nutritionists, health workers and day care workers.

"We have increased medical personnel last year to cope with the demand of health problems. Other Barangays that used to have no centers have been provided with such facilities to cater to the needs of the underprivileged," a municipal official said.

The same official added that a campaign to promote cleanliness has yielded results and to achieve such consistently shall be continued under the leadership of Mayor Wally Ferrer.

The municipal health office, it was gathered, had conducted inspection of 794 establishments and carried out sanitation services to commercial, industrial and residential buildings (including squatters). In so doing, by its health care projects, the town had been awarded an appreciation citation for bagging second place honors in the country's nutrition program.

The health office had taken also preventive measures against the possible spread of the dreaded AIDS. For this, it conducted seminars on the ill-effects of the disease with hostesses, attendants, dancers and hospitality girls working in the bars, sauna parlors and beer gardens.

Better teachers' Pay, better students

Paranaque teachers are enjoying better pay. In fact, they have been granted 100 per cent increases in allowance and bonuses. The adjustments in their wages were almost at par with those of Makati. This is one reason why the municipal teachers would rather stick with the municipal government rather than accept the nationalization move for all teachers.

The benefits granted to them have produced results for the students. For instance, high school graduates have made good marks consistently in the NCEE exams.

WARFRIDO N. FERRER
MAYOR

ELIZABETH C. DE LEON
VICE MAYOR

COUNCILORS:

SIMEON M. JIMENEZ
ABE KING
ABUNDIO FERRER
ENRIQUE VIZCARRA
REYNALDO LIVAREZ
GUSTUVO TAMBUNTING
RENATO SANCHEZ
ALFREDO CASTRO
EDDIE CO
BENITO ARAGON
EMILIA LIM
MANUEL DE GUIA

Municipal Administrator	VICTOR L. CRUZ
Municipal Personnel Officer	IRWIN F. CALLARME
Municipal Attorney	ATTY. ANTONIO G. CRUZ
Municipal Treasurer	JOSE P. SANCHEZ (On leave) OIC-Silvestre de Leon
Municipal Budget Officer	MRS. FLOCERFIDA BABIDA
Municipal Assessor	OIC-Engr. CARLOS
Municipal Health Officer	DR. ABELARDO NERI
Municipal Engineer	ENGR. RUBEN SIO
Municipal Auditing Officer	JUANITO ORTEGA (under Commission on Audit)
Local Development Officer	RAFAEL D. SANTOS
Municipal Librarian	OFELIA MEJARES
Municipal Permit/Licensing Officer	NARCISO SORIANO
Barangay Affairs Officer	MELARDO LARA
Police Station Commander	LIET. COL. JOSE C. BALBAS
Fire Station Commander	CAPT. EDGARDO E. VICENTE
Environmental/Sanitation Head	AUGUSTO M. SALAZAR

Aside from better pay deserving municipal teachers have been granted foreign and local scholarships as a continuing tutorial program to improve their skills as mentors. Two educators, in fact, have been sent to Malaya and Singapore on scholarship grants.

Challenges of the times.

One of the biggest problems the town has is potable water.

Like its immediate neighbor, Las Pinas, the residents rely on deep water pumps and artesian wells. It is ironic that the MWSS (Metro Manila Waterworks and Sewerage System) could not extend its services effectively despite representations made by the previous government. Only big residential areas got uninterrupted flow of water.

Quite a number of middle-class subdivision residents depend on deep well for their water. But in the depressed areas and in the poblacion water is bought at P1 to 0.50 centavo per pail.

Many depressed areas could be found in Paranaque.

River banks, esteros, creeks old railway tracks and private lands there are people in sub-human conditions. All 12,796 families. Barangay BF Homes has the biggest number of squatter families followed by San Isidro.

In order to cope up with the squatter problem, the municipality has created the Local Urban Poor Affairs office in line with the objectives of the Presidential Commission for the Urban Poor.

The office is charged with the following tasks:

- Coordinate policies and activities by the government and private sector for the urban poor
- Establish consultation mechanism for continuing dialogue on plans and programs for the poor
- Facilitate inventory of government lands and for proper disposition to deserving poor families
- Evaluate ongoing projects for the mayor to act upon.

Furthermore, more than 1,200 families were benefitted from the

Mayor Wally Ferrer has listed this problem as one of the priority infrastructure projects.

The town, if it wants to progress more, can't rely on its present number of establishments. There has been a fast pace of development making almost salt-making and barong embroidery things of the past. Many industrial and manufacturing companies have sprouted along the south super highway.
homelots awarded to them. The municipal government is currently negotiating the acquisiton of some lands for the relocation of squatters.

The municipal government has conducted extensive surveys to monitor their problems and to find out who among them deserve the homelots.

Through such surveys, their grievances were heard. The municipal officers collate them and recommend solutions to the mayor.

ACE TUTORING CENTER

810-07-12/810-07-15/78-73-25/78-74-16

A. Academic Subjects

1. Tutoring of pre-school, grade, school, high school, and college students (any subject-Math, English, physics, Chem. etc.)
2. Review for NCEE and/or college entrance exams.

B. SELF-IMPROVEMENT COURSES

1. Piano, organ guitar and singing lessons.
2. Art lessons and dance lessons.
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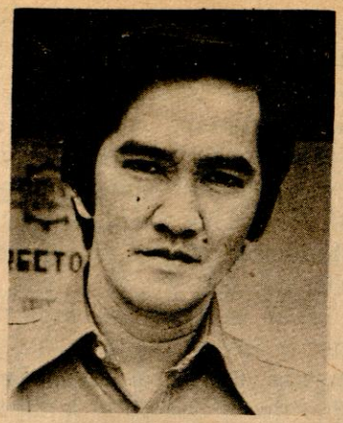
PASIG Five-fold policy spurs progress



In 1986, when Pres. Aquino ascended to power, aided by the People Power Revolution , the immediacy of breaking down the Marcos political machinery and its vast network was foremost on her list of priorities. Among her first official acts of government was to fire corrupt government officials and cronies of the deposed president.

In the last 14 years, corruption in the bureaucracy had grown to an alarming proportion that it had tarnished the image of what a public servant should be. Cynicism and an innate distrust for public officials were rampant among the citizens.

In Pasig a new and responsive leadership was sought, leadership of committment, dedication and integrity, government reflective of Pres. Aquino's fashion and vision of government. Given the task to give life to this vision was Mario S. Raymundo, who served as OIC before he was elected Mayor.

The municipal government of Pasig has adopted a five-fold policy administration-

1. Participatory government – open its doors to the people, heed their voices, and reach out to them. This government is going to be a venue for different sectors in the community to interact and discuss current issues affecting them, in the process, coming up with possible solutions to their problems, encouraging citizens groups to actively participate in government and socio-civic affairs and volunteer services.

2. Pasig First – In the implementation of government services, the municipal government seeks to protect the interest of the Pasig -uenos. Thus, the livelihood and the land for the landless programs, placement services are made exclusive for bonafide residents.

3. Government by Example – the administration seeks to achive reforms in government, particularly in attitude towards work, values, and principles through its officials setting the examples.

4. Management by Objectives – the re-direction of policies and management guided not by personalities but by capabilities to achieve the goals and objectives of the government. The programs shall only be those which will directly contribute to the realization of the general objectives.

5. Public responsibility – The local government has laid emphasis on the identified needs and the implementation of programs addressing these needs. Priorities are set and programs formulated based on the needs of the community.

Since the incumbency of the new leadership in Pasig, an immeasurable degree of accomplishment has been achieved in the areas of social development, sports development and infrastructure.

SOCIAL DEVELOPMENT

Medical services – a total of 330, 389 cases were reached by the Department of Health of the municipality through its 14 health centers. 13 puriculture centers and 1 lying-in clinic. Last year a total of P485,000.00 from the municipal office were spent for the various projects and the implementation of its continuing programs.

MARIO S.J . RAYMUNDO
MAYOR

MIGUEL P. CAYTON
VICE MAYOR

COUNCILORS:

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LORNA A. BERNARDO
NOEL M. MEDINA
ROGELIO V. SAGUISAG
RODOLFO A. BERNAL
OSCAR A. TORRES
MACARIO C. CRUZ
FRANCISCO GUZMAN
JOSELITO L. COMSTI
LEONOR C. ANTONIO
VICTORIANO R. MIRAFLOR
PABLO M. MARTIN

Municipal Administrator	Atty. AMBROSIO B. CONCEPCION, JR.
Municipal Treasurer	OIC GUILLERMO CATINDIG
Municipal Assessor	Atty. BENJAMIN C. ANGELES I
Municipal Budget Officer	Mrs. REMEDIOS G. PASTOR
Municipal Engineer	Engr. FERDINAND V. DAMIAN
Municipal Health Officer	Dr. JOSE R. SAKITAN
Municipal Development Planning Officer	Architect LUISA S. SORIANO
Municipal Librarian Chief	Ms. PILAR R. PEREZ
Police Station Commander	Major JOSE MONTEFALCON
Fire Station Commander	Lieut. BENIGNO CATANDO
Business & License Permit Chief	RAMON L. RAYMUNDO
Barangay Coordinator	FELOMINO DE LEON
Manpower Officer	Mrs. ESPERANZA A. VELASCO

Livelihood – the Pasig Manpower and Training Center continues to train unemployed and underemployed residents in various skills such as automation, electrical, cosmetology, sewing and other trade courses. In 1987. a total of 1,460 trainees graduated from the program.

Social Welfare – one of the priorities of the municipality is the promotion of the social well-being of its residents. Eight day care centers are spread out in the 30 barangays in the municipality. Last year 9,314 people were serviced by the town thru the local branch of DSWD under the Self-Employment Assistance and Job Placement and its other programs.

Education and Culture – a total amount of P2,740,240.00 was spent for landscaping projects, construction and repairs of various facilities of the Rizal High School which has a total population of 15,000 students. The national Go-Government constructed a 2-storey, six classroom building in Bgy. Oranbo and Bgy. Pineda.

Tanghalang Kayumanggi – the cultural arm of the government. To date it has presented 42 regular presentations held every Sunday at the town's park.

SPORTS DEVELOPMENT

Sports development has been one of the priorities of the Raymundo administration. The Sports Coordinating Body of the municipality regularly organize competitions held at the Rizal Ball Park, Caruncho Stadium, and the Rodriguez Sports Center in Marikina. Last year Pasig placed 4th in the Metro Manila Basketball league hosted by the MMC.

The local government has converted the Rizal High School into a Sports Center complete with a sports oval, fenced concrete basketball court, athletes shed and rest area and asphalting of the parking lot area. It cost the municipal government some P423,811.00 to upgrade and develop the sports facilities of the school into a sports center.

INFRASTRUCTURE

Concreting of roads, pathways and sidewalks as well as road asphalting and restoration were the principal projects of the Infrastructure Program of the municipality. A total length of 9,044 linear meters of road at a cost of P15,548,527.00 were concreted, 1,652 linear meters of pathways (P909,216.36), 1,386 linear meters of sidewalk at cost of P424,284.00 and the asphalting of damaged road roads amountin to P1,411,000.00;

ENVIRONMENTAL SANITATION

Power – electrification in eight areas, installation of lighting system and repair/replacement of electrical facilities in several areas amounted to P107,488.00.

Water – deep well installation of deep well in Bgy. Rosario costing P5,537.40 and the installation of shallow wells in seven areas.

Community Development – construction of two barangay halls in Bgy. Maybunga P650,000) and in Bgy. San Antonio (687,325), construction of a mini-stage in Bgy. San Jose and the repair of the Women's clubhouse in Bgy. Sagad, the repair of three other barangay halls in Bgy. Bagong Ilog, Rosario, and Sta. Rosa.

The responsiveness and reach of the present administration has attuned itself to needs of its constituents. Pasig now has a government that is truly for the people.

1987 Toursim . . .

THE IMPORTANT TRAVEL MARKETS

The United States continues to be the No. 1 market for the Philippines with 190221 arrivals covering the period January to November 1987. This has led some quarters in the industry to rethink of pushing thru and putting back the balikbayan program on its third phase. The important market according to some knowing people in the travel industry cannot be neglected and it is these average Filipinos who could easilybe tapped to revisit their country once again even out of patriotism to a country reborn under the Aquino government. Studies are thus being made on this program. Japan was a strong second contributor with 11513 arrivals.

There was a decrease of 5.57% from this all important market due to the mentioned evolutionary process being experienced by the Philippines.

PROMOTING THE PHILIPPINES IN THE INTERNATIONAL MARKET

With the target markets having been well-defined and clearly shown by their tourism arrivals, it is now the stratetic task of the Department of Tourism to market the Philippines as a safe and secure destination.

The repositioning of the Philippines as the Fiesta Islands of Asia and the Pacific and if not the world is a good marketing concept for the Philippines. The Fiesta atmosphere shared by most Filipinos is the most positive come-on for any tourist. The fact that the Filipinos can still celebrate inspite of the ongoing evolutionary process is a plus factor for us.

THE CONVENTION APPROACH

The holding of international conventions in the Philippines is a priority area of the Philippine Convention and Visitors Corporations. An incentive market is also programmed to get multi-national corporations to hold their out-of-town meetings in the Philippines

The 21st World Congress of the Universal Federation of Travel Agents Associations (UFTAA) held in Manila in October restored the capital city's reputation as a world-class convention destination. Manila received the nod of 850 participants representing the cream of tourism agents from 83 countries around the world.

Based in Brussels, UFTAA is Europe's biggest tourism association. It enjoys consultative status with the United Nations on global tourism.

The significance of UFTAA's congress in Manila cannot be downplayed nor discounted for it reaffirms the potentials of Philippine tourism. The first to be held is southeast Asia and the first international meeting of travel agents hosted in Manila since the February Revolution of 1986, the Congress allowed local travel agents and tour operators to establish and renew contracts with their European counterparts and to plan new tourism packages for the Philippines.

In his response, UFTAA president Fumio Tamumura described the Philippines as "a land of romance and mystery, a land to be experienced and not just read."

PATEROS
Development and delivery of basic services given priority

Pateros is located on the northern bank of the Pasig river, bounded on the south by Tagig, on the North east by Pasig, on the west by the Pateros river and the north west by Makati. It is the municipality of Pateros, the smallest among the 4 cities and 13 municipalities encompassed within Metropolitan Manila.

It has a total land area of 210 hectares (21 square kilometers) divided into 10 barangays that provide residences to its small population of 54,454 residents.

Pateros is a highly residential area.

Considered urbanized, 154.84 hectares of its land area are for residential use; 7.04 hectares for commercial activities; 3.99 hectares devoted to institutions like schools, health centers, churches; 2.72 hectares for light, home-based industries; 11.90 hectares traversed by roads and 3.5 hectares for parks and cemeteries.

In the early 1700, Pateros was a barrio of Pasig, known as "Aguho' derived from a tree which grew in wild abundance in the Pateros river. She was also referred to as "embarcadero", meaning a small port, where sea merchants from India, Europe and China would regularly disembark their merchandise.

This thriving trading industry was principally the reason why Pateros was elevated to its independent status. However, on June 11, 1901, the Phil. Commission promulgated Act. No. 137 incorporating the municipality of Pateros with the newly created province of Rizal. Two years later, Tagig, Muntinlupa and Pateros were consolidated for purposes of economy and centralization with Pateros as the seat of municipal government. On Jan. 1, 1909, by virtue of E.O. No. 36, Pateros regained its self-governing status; and later became part of the Metropolitan Manila thru Presidential Decree No. 824.

The flourishing trading concession of Pateros in te 1700, gave birth to an exchange of not just merchandise but of cultures as some of the sea traders decided to setile and live among the natives of Pateros.

In the late 1700, an indigenuos industry, which had survived the rigors of time, was born in Pateros. To this day, it continues to be a marketable and profitable enterprise. Balut culture or "Pagbabalut" was introduced to the people of Pateros by a Chinese migrant who took notice of the abundance of "itik" along the Pateros river. He started a thriving business, employing a good number of people who eventually learned the process. Healthy competition started to increase over the years. Today, Pateros has become synonymous to balut as it continues to be a major supplier in a market dominated by its people.

The municipal government of Pateros last year has undertaked 31 infrastructure programs focusing on repair and construction of roads, school buildings, improved drainage system, public parks and playgrounds. This cost the local government P3,424,045.00. Among the major projects are as follows:

1. Construction of 4-seater comfort rooms at the P. Manalo Elem. School, Aguho Elem. School, Sta. Rosario Elem. School.
2. Construction of a 6-classroom, 2-storey concrete School Building at Pateros Elem. School.
3. Concreting of Armada St., Bgy. Sto. Rosario Kanluran.
4. Concreting of Capt. Musni St., Bgy. Sta. Rosa.
5. Repair of public playground.
6. Construction of 6 classrooms, one-storey school building for the Pateros Municipal High School.
7. Construction of footbridge across Panday River, Zone I Bgy. Sta. Ana.
8. Construction of Bgy. Hall at Pagkakaisa, Bgy. Sta. Ana.

CESAR MIGUEL BORJA
MAYOR

JOSE TULAD CAPCO, JR.
VICE MAYOR

COUNCILORS:

ERNESTO CHAY CORTEZ
DAISY J. VILLANUEVA
DOMINADOR D. ROSALES, JR.
RODOLFO C. DE LEON
EGMIDIO L. TENORIO
CESAR C. ESPINOL
ROMULO P. ISON
GETULIO M. MUNOZ

Municipal Treasurer	MARCOS L. TECLA, JR.
Asst. Municipal Treasurer	FLORENCIA S. SANTOS
Municipal Engineer/Planning Development Officer	Engr. EDUARDO N. CALINGO
Municipal Health Officer	Dr. FELIX A. MAGDARAOG, JR.
Municipal Assessor	BENJAMIN R. PILI
Municipal Judge	Judge EFREN A. LAMORENA
Municipal Auditor	COCORDIO G. IPANAG
Municipal Budget Officer	LEODEGARIO R. HERNANDEZ
Police Station Commander	Major ERNESTO I. JOSEF
Fire Station Commander	Lieut. JUAN DUIYAB
B I R Chief	YOLANDA STA. ANA

9. Concreting of G. Flores St., Bgy. Poblacion.

10. Completion of concrete pathway at T. Sulit Int. leading to the river bank.

In the area of health development, the municipal government aims to provide a more efficient delivery services to address the needs of its people. There are three health centers, 14 private clinics serving the more than 55,000 people of Pateros.

Last year, the health department has serviced a total of 7,897 clients of which 6,590 have received treatment and mediciations. Among the prioritiezed programs of the health department are the Immunization Program and the TB Program. In the Immunization Program, Pateros placed 4th in the whole of Metro Manila for having reached 87% of its monthly target of 1,500 clients.

Like most municpalities, unemployment is a major factor to contend. The social services department of the municipal government continues to elevate the social conditions of the people by providing them with job assistance programs, self-employment program and vocational training in the fields of electronics, automotive beauty culture, sewing and carpentry.

Day Care Services and Supplemental Feeding are integrated in the programs of the Social Services Dept. along with family planning and parenting.

Although Pateros is considered a 4th class town, the local government is trying its best to set aside their lowly status born out ot financial constraints. Although the mood is optimistic, the effort will undoubtedly be arduous. But with determination and the wlll to succeed the struggle will inevitably bear fruit.

"You will give us prosperity, Lord, everything we achieve is the result of what you do."

1987 MTRCB REPORT



Inspite of the unnecessary noise rattled by so-called concerned artists calling for the abolition of movie censorship in the Philippines, the Movie and Television Review and Classification Board (MTRCB) remained unfazed and went about with its functions undeterred – with the primary objective of giving the public wholesome and decent movie entertainment.

The MTRCB Chairman, Manoling Morato, remained cool and objective, proving himself again and again as the more educated than among critics who did not hesitate to throw invectives and who easily found fault in him even where there was none.

The professionalism of Morato made him stood out tall, and it was a major factor too in the outstanding services of the MTRCB to the film industry.

The MTRCB did not confine itself to its bare function of film classification, but it went out of its way, through its chairman, to help in any way that could improve and promote the local film industry.

During the year under review, the MTRCB undertook dialogues with representatives from the movie and television industry regarding standards/guidelines for production and regarding the policies and regulations of the MTRCB.

And to improve its performance, the MTRCB created the following committees:

a. Committee on registration; b. committee on public information and education; c. committee on finance; d. committee on import and export of film and video materials; e. committee on local regulatory councils; f. committee on approval of publicity materials; g. committee on guidelines, and h. committee on research and resources.

The MTRCB also apprehended producers/theater owners for violations of Presidential Decree 1986.

In 1987, the MTRCB reviewed and classified a total of 426 films for theatrical exhibition, 259 of which were foreign films, and the other 167 were locally produced films.

Foreign films were 60.61 percent over local films which comprised 39.39 percent.

There were more local films – 45.12 percent – classified as Adults with cuts than foreign films – 38.96 percent.

On television shows, there were more foreign programs reviewed – 2,361 – as against 2,56 locals.

On classifications: general patronage, 1,944 local, 2,062 foreign; general patronage with cuts, 65 local, 41 foreign, parental guidance, 152 local, 206 foreign; parental guidance with cuts, 80, local 47 foreign; disapproved, 15 locals, 5 foreign.

Movie classifications: general patronage, 113 foreign, 56 local; general patronage with cuts, 1 foreign, 2 local; for adults only, 23 foreign, 28 local; adults with cut, 94 foreign, 33 local; parental guidance, 18 foreign, 13 local; parental guidance 2ith cut, 1 foreign, 1 local.

On film/video exports, a total of 1,175 were exported as against a total of 550 in 1986, or an increase of 213.63 percent.

On imports, 6,056 film/video material entered the country, as against 2,006 in 1986 or an increase of 301.89 percent.

The present members of the MTRCB are:

Manuel L. Morato – Chairman, Pedro M. Joven – Vice-Chairman, Rosalina B. Aggabao, Julio G. Almario, Luisa Lourdes A. Bengzon, Anita L. Canieso, Francisco Ma. Chanco, Juanita R. Chavez, Monica B. De Villa, Salvador E. Dimen, Augusto O. Flores, Jean Garcia Miguel C. Genovea, Stellamaris N. Lucila, Antonio S. Mortel, Antonio H. Noblejas, Millette T. Ocam-

(continued on page 73)

SAN JUAN
Infrastructure program takes the lead



ADOLFO E. STO. DOMINGO
MAYOR

JOSE P. EJERCITO
VICE MAYOR

COUNCILORS:

PHILIP D. CEZAR
HAZEL O. CEASAR
DOMINGO M. SESE
JOSE V. ALVIOR
LEONARDO G. CELLES, SR.
MANUEL G. PAJE
GERARDO A. LEDONIO
JOSE LEO L. BOLOK
ANGEL A. GIL
DANIEL B. CO

In 1578 and for two centuries that followed, San Juan was part of Sta. Ana de Sapa. During this time, Sta. Ana de Sapa included areas known today as Pasay City, the districts of Malate, Paco, Quiapo, Sampaloc, San Miguel, and the municipalities of Taytay, Mandaluyong, Makati. The governance of San Juan under the Spanish Church of Sta. Ana continued until 1863 when it was placed under the authority of the Parish of San Felipe up to 1892.

San Juan was the scene of several important battles during the Philippine Revolution. Its participation in the underground movement, the Katipunan, was greatly supported by its people, the local head being Andres Soriano, who was to become an industrial magnate after a few decades.

On August 30, 1896, the Battle of Pinaglabanan broke out between the Spaniards and the Katipuneros. The uprisal ended with several hundreds of our comrades dead and others severely wounded.

According to Gen. Emilio Aguinaldo, supported by Gen. Pio del Pilar and Col. Sinforo San Pedro, the Battle of Pinaglabanan marked the "first cry" of the revolution against the repressive Spanish colonizers.

Until 1976, San Juan was one of 26 municipalities encompassed within the province of Rizal. To its north lies Quezon City, on the south by Mandaluyong, on the east by Pasig, and on the west by Manila. It is bounded by three waterways from AAST to the north –Maytunas Creek, San Juan river, and the Salapan Creek. The low and flat terrain of San Juan easily becomes a flood drenched area during the wet months of the year.

The municipality covers an approximate 545 hectares of land area subdivided into 21 barangays. In 1987, significant gains were achieved by the municipal government particularly in the areas of infrastructure, health and education.

Infrastructure

Perhaps the biggest problem of the San Juan municipality, it being in a relatively low area, is the absence of a more effective flood control system. At the moment, elected Mayor Adolfo Sto. Do-

Mayor	ADOLFO STO. DOMINGO
Vice Mayor	JOSE P. EJERCITO
Municipal Administrator	AVELINO ROBLES
Municipal Secretary	EDUARDO TAN
Municipal Treasurer	ERNESTO V. GUNGUN
Municipal Assessor	RODERICK REYES
Concurrent Municipal Engineer	DANILO MERCADO
Municipal Health Officer – Unit 1	Dr. ARSENIO C. GUEVARRA
Municipal Health Officer – Unit 11	Dr. GUILLERMO R. CRUZ
Municipal Budget Officer	EMILIA S. CUENCA
Municipal Attorney	Atty. ROMUALDO DE LOS SANTOS
Municipal Planning & Development Officer	MARTIN T. PABITON
Municipal Personnel Officer	ZENAIDA A. PARRAS
Police Station Commander	Col. ENRIQUE AGUILANDO
Fire Station Commander	Capt. RODANTE ALCANTARA
Chief, Civil Security Officer	FELOMINO OBLIQUINO
Chief, License Officer	ERNESTO NARIO
Asst. Municipal Treasurer	BELEN G. MARTINEZ
Asst. Municipal Assessor	MARCELINO DEL MUNDO
Building Official	ROMEO GONZALES
S Y D Officer	ROLANDO BERNARDO
Land Tax Chief	JOEL CALLEJA
M S S D Officer Incharge	VIRGINIA ELISES
Local Civil Registrar	ROSA ENRILE
District Supervisor I	Ms. FELICISIMA S. TEODORO
District Supervisor II	PACITA G. REAMON
Concurrent Barangay Coordinator, & Municipal Cultural Officer	JESUS S. DELA CRUZ
E S C Area Manager	ALFREDO MATUBANG
Branch 58 Presiding Judge	Judge VILLAMOR
Branch 57 Presiding Judge	Judge PURGANAN

mingo is studying plans of constructing a protective wall for the entire San Juan perimeter riverside. Pumping stations will also be constructed in the low-laying areas to prevent flooding.

In 1987 OIC Reynaldo San Pascual's administration accomplished 45 infra/repair/improvement/development projects. Most notable among them were:

1. drainage improvement – Bgy. Corazon de Jesus
2. road improvement – P. Narciso St., Bgy. Corazon de Jesus
3. drainage improvement and concreting of pathways – Municipal Cemetery Bgy. West Crame
installation of additional storey of wall-type niche – Bgy. West Crame
5. cleaning and clearing of drainage system going towards San Juan – Bgy. San Perfecto
6. drainage improvement and concreting of pathway – F. Roxas St., Bgy. Tibagan
7. drainage improvement and concreting of pathway – Arras St., Bgy. Maytunas
8. installation of sanitary toilet with septic tanks – Bgy. Progreso
9. repair and asphalt patching of various streets
10. repair of various manholes of drainage system
11. site development for the construction of a 32-room San Juan Municipal High School
12. construction of San Juan Municipal High School Annex
13. construction of school playground – Pinaglabanan Elem. School
14. renovation of Barangay Health Center – Bgy. West Crame
15. repair/rehabiliation of schools in Bgys. Salapan, Kabayanan, Addition Hills, Pedro Cruz, Balong-Bato, Pinaglabanan Elem. School, Sta. Lucia

Health

An intensive health awareness and education/information program was launched by the municipal health department. It aims to promote health awareness among the people. Other programs given equal importance are the Expanded Immunisation Program, TB Control Program, and its medical/dental services.

Through the nutrition program 848 children ages 0-83 months were given the proper nutritional food intake. With the exhaustive efforts of the health department only 20 out of the 3,436 children weighed in March '88 were found to be severely malnourished and under weight. This bears a positive impact on the Municipal Nutrition Program since majority of the children achieved significant weight gain through supplemental feeding.

Social Services

In the area of social services delivered, there were about 8117 people who benefitted form the various assistance program of the municipal government. The biggest number comes from the children's group and the adult group.

children – 2,248 served
youth – 534
Family health/other needy adults – 4,378
distressed – 433
disabled – 524

Clearly the vision of the administration is in consonance with the social realities of the times. It continues to align itself with the national development goals of the alleviation of poverty, generation of productive employment and the provision of equity and social justice. With these objectives in mind and heart, optimism of a better future is assured for the people of San Juan.

M T R C B

(from page 71)

po, Feliciana C. Olalia, Orlando Ros S. Olgado, Remedios P. Papa, Edilberto P. Perez, Adela M. Punsalang, Concepcion M. Quintana, Jose A. Quirino, Sonny G. Ramirez, Claudia Elizabeth G. Robles, Thelma R. Rondon, Celia A. Samonte, Ma. Carmen G. Sarmiento, Elsa Santos and Alfredo O. Velasco – Members.

CAVITE. . .

supplemental industry base and the services sector.

Already, the province has shown remarkable improvement in agricultural production, industrial growth and tourism development.

Remulla noted the increased yield of rice production from 35 cavans to 85-100 cavans per hectare. The high agricultural output is also noted in vegetable production. Now a leading vegetable supplier to Metro Manila, the province has set aside 2,500 hectares of suitable land for some 1,000 farmers to undertake intensive vegetable production.

The govenor cited among others the Second Laguna de Bay Irrigation Project that benefitted 5,800 farming families in 10 Cavite towns.

"The province's industrial program has been encouraging that more and more industrial plants are being established," he said.

Remulla said the establishment of the Cavite Export Processing Zone in Rosario and the Cavite-Carmona Industrial Park are two of the biggest projects that could generate employment to 60,000 as well as millions of revenues to the provincial coffers.

The sustain the momentum of agro-industrial growth thus far attained, he said the province has adopted an infrastructure program that would give priorities to road and bridge building, electrification, irrigation, communication facilities and other related undertakings.

"To hasten further road and bridge building, the province undertook construction of a P1.3 million provincial engineer's office and provincial equipment pool at Trece Martires city, the provincial capital," he said.

This pool. It was learned, was equipped with heavy equipment such as dump trucks, payloaders, road rollers, crawler tractors and road graders to serve the requirements of the road and bridge building programof the province.

In addition to this, the province operates an ancilliary business, the rock quarry project at Maragondon

(Turn to page 77)

TAGUIG

Health services top agenda for development

Long before the Spanish colonizers held ground on the east, Taguig was already a thriving community that was part of the Kingdom of Tondo under Raha Soliman. Huge Malay settlements populated the riverbanks of Tipas, Taguig, and Pasig during the last quarter of the 16th century.

In 1587, Tagig became a pueblo of the province of Manila, until the outbreak of the 1896 Philippine Revolution. During this war, thousands of Tagiguenos joined the struggle for independence from colonial rule.

On March 29, 1900 at the start of the American Regime, Tagig was established as an independent municipality by virtue of General Order No. 40. On Feb. 23, 1945, during the Japanese occupation, guerillas, known as the "Hunter Guerillas of Tagig took siege of the municipal building and established a provisional government until June 30, 1945. During the latter part of the year, with the liberation of Manila and its neighboring towns, civil government was restored. The transfer of sovereignty over the archipelago from the United States to the Philippines was finally completed, followed by the declaration of Philippine independence on July 4, 1946.

After the February 1986 Revolution, of which the Tagiguenos showed equal patriotism and courage as their ancestors during the Spanish and American upheavals, a new government was installed into office. Isidro Garcia was designated as OIC of the municipality of Tagig but was later replaced by architect Donato Estacio Jr. on Nov. 9, 1987.

Despite the economic crises that had befallen our country in the last few years, the municipality of Tagig has stadily enriched itself under the stewardship of the new local administration. In 1987, it achieved significant gains in the areas of infrastructure and social services, and improved delivery of basic services to the people.

Basically an agricultural town, Tagig covers an area of 4538.2 hectares (45.3 square kilometers) subdivided into 18 barangays. Program of government focused largely on infrasturcture improvements to provide its people mobility and accessibility to the different areas within the municipality. Outstanding achievements among the structural development projects were:

1. Construction of drainage system in Pulong Kendi, Sta. Ana.
2. Cementing of F. Cruz and Pinagkaisahan Sts., Bgy. Sta. Ana.
3. Cementing of Adia St., in Bgy. Bagumbayan.
4. Cementing of pathways at Purok 4 and 5 in Bgy. Tuktukan.
5. Construction of lighthouse in Bgy. Ibayo-Tipas.
6. Construction of 2-storey 6 classroom school building in Bgy. Bagong Tanyag.
7. Construction of 2-storey barangay hall and health center in Bgy. Ligid-Tipas.
8. Construction of 1 unit 4-seater toilet at Tagig Elem. School.
9. Repair of roads and pathways in Bgy. Upper Bicutan, Daang Hari, Western Bicutan and Ligid-Tipas.
10. Repair of roads in Bgy. Ususanand Pulong Kendi, Sta. Ana.
11. Repair of drainage systems in Bgy. Bagumbayan and at the municipal hall complex.

OIC PACIFICO SANTOS
MAYOR

COUNCILORS:
AGAPITO R. CRUZ, JR.
MARIO C. REYES
DIONISIO G. PAPA
HERMINIA C. PEREZ
DANIEL M. CASTILLO
DANILO C. RAYOS DEL SOL
VIVENCIO C. ESTACIO
RUFINO J. MAMONONG
MARTIN D. CASAS
RENE C. LABUNTOG

Municipal Administrator	BENJAMIN T. JUTA
Municipal Personnel Officer	ZENON C. LICAYAN
Municipal Attorney	LUIS M. DE GUZMAN
Municipal Treasurer	MANUEL T. ALBAY
Municipal Budget Officer	Mrs. AGNES T. ABRITIGUE
Municipal Assessor	TEODORO H. LEONARDO
Municipal Health Officer	Dr. GRACIANO P. ANONUEVO
Municipal Engineer	Engr. GODOFREDO L. QUILATAN
Municipal Auditing Unit	Mrs. TERESA D. ARGANA
Municipal Development Officer	Ms. ANGELITA T. OLARTE
Municipal Librarian	Mrs. ANTONIA B. OSORIO
Barangay Affairs Officer	(OIC) RUPERTO ESTACIO
Municipal Permit/License Officer	(OIC) CORNELIO N. TANYAG
Supervisory Planning Officer	FERDINAND O. FLORDELIZA
Police Station Commander	Police Major ALFREDO E. HERNANDEZ
Fire Station Commander	Fire Capt. ARTEMIO AQUINO
District Supervisor 1	Mrs. RUFINA SAN PEDRO MARCELINO
District Supervisor 11	Dra. JUANITA B. CARLOS
Provision Officer	Mrs. TERESITA Y. CO
District Agricultural Officer	BENIGNO CUEVAS
BIR Collection Agent	ELPIDIO DEL ROSARIO
Postmaster	ARTEMIO JINES
Environmental-Sanitation Area	NEMESIO SAMSON

12. Repair of electrical installations of health centers in Bgy. Ususan, Bagumbayan, Lower Bicutan and Tuktukan.

13. Construction of Tagig Public Market in Bgy. Sta. Ana.

14. Improvement of school building at the Upper Bicutan Elem. School.

15. Additional construction of Maestrang Pinang Diversion Road in Bgy. Ligid-Tipas.

An inensified medical and dental health programs were implemented in 1987, prioritizing child health and family health education as its primary concerns. About 10,000 families from various barangays benefitted from the different program sof the health department:

* Free medical and dental clinic – No. of beneficiaries 3000.
* Operation Gamutan – 800 beneficiaries.
* Free immunization and physical examination for school entrants – 5000 served.
* Mass Immunization and free clinic – 2000.

In the area of social services, a total of 6,182 clients were served as against their target of 5,072. The highest area in terms of accomplishment was youth development, followed closely by the disabled group and the children and orphans group.

Highlights of last year's programs were:

* Organization of an elderly group in Bgys. Calzada and Tipas as well as the distribution of medicines to the needy and the sick.
* Conducted mass feeding.
* Conducted disaster preparedness and preventive seminars to participants coming from the disaster prone barangays.
* Conducted a survey of squatters along the FTI complex and recommended housing assistance.
* Conducted a Parent Effectiveness Assembly.

Today Tagig has remarkably blossomed into a highly urbanized suburban town. With the continued economic growth and steady influx of both foreign and local investors, Tagig may soon emerge as one of the country's most industrialized municipalities.

The 5th Year: 1987
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS & MISSIONS, INC. (CITEM)

PRODUCT HALL EXHIBITS
HIGHLIGHTS OF OPERATIONS
FROM OCTOBER 1985-DECEMBER 1987

	OCTOBER '85 DECEMBER '85	JAN.-DEC. 1986	JANUARY '87 DECEMBER 1987
1. Number of Exhibitors	102	109	204
2. Number of Visitors Served	1,555	3,108	2,370
3. Number of Buyers Served	1,591	1,630	1,629
Foreign Buyers	1,143	1,177	1,137
Local Buyers	448	453	492
4. Number of Product Hall Tours	45	45	64
Exhibitor Referrals	83%	84%	89.30%
Buyer Referrals	72%	79%	84.30%
6. Export Sales Generated	$937,464.70	$1,121,859.11	$1,261,009.85
7. Income from Participation Fee	P139,855.70	P 545,500.00	P1,338,700.00
8. Retail Sales Generated at the Boutique	P103,862.52	P 121,859.11	P 201,896.86
Income to CITEM (PTEC)	(P24,822.85)	P 28,216.05	P 43,970.50
Remittance to Exhibitors	P 78,807.35	P 93,526.90	P 157,711.10
9. Total Sales Generated from FMS	P 2,655.00	P 3,065.00	P 4,500.00

On this year, the Gifts, Toys and Houseware Market Week was staged in April and October to respond to the growing demand of buyers in search of gifts and houseware during their annual buying seasons.

In August, with a mandate from Secretary Jose S. Concepcion, CITEM was tasked to organize and coordinate all incoming official trade and investment missions. In the last quarter, 16 incoming missions were coordinated by CITEM composed of 181 delegates from US, Norway, Malaysia, Switzerland, West Africa, Hungary, United Kingdom, Japan, Sweden and the Asean Summit delegates.

In November, the International Trade Center formally opened the Regional Display Hall to feature products from the 12 regions of the Philippines.

After a lull since 1986, the Golden Shell Awards was revived and on December 9, Secretary Concepcion of Trade and Industry presented the 1987 Golden Shell Awards to 6 companies, namely, Marigold Commodities Corp. (Food), M. R. Knitwear Specialists Philippines, Inc. (garments), R & M Preserves (food), Saldana and Company, Inc. (garments), Trimica, Inc (furniture), Victoria Exports, Inc. (houseware). The winners were chosen for their consistent performance in increasing the export volume and value of Philippine products. They were also recognized for developing new markets for indigenous products and for product development and design innovations.

On this year, CITEM successfully negotiated for Technical Assistance Projects with EEC which among others include CITEM-proposed projects such as the technical and marketing assistance for stationery items and fine jewelry as well as exhibition management training.

On the same year, CITEM was involved in the planning for the Japan Asean Promotion Center Work Program for FY 1988-89. A total of US$1.04M in grants and subsidies for trade fairs, missions and product specialists was disbursed to CITEM by various funding agencies, such as the Japan External Trade Organization (JETRO), the German Technical Corporate Agency (GTZ), Asean Promotion Center-Japan (APC), Asean-Australian Economic Cooperation Program (AAECP) and the Center for Promotion of Imports from Developing Countries (CBI).

The fifth year caps off the best efforts of CITEM for the first five years. It has aggressively batted for new and quality products. It has trained Philippine exporters to be professionals and to remain committed to their business transaction.

(continued on page 77)

VALENZUELA
Industrial artery of Metro Manila

OIC LINDA SANTOS
MAYOR

ROMEO C. LLEANADO
VICE MAYOR

COUNCILORS:

EMMANUEL CARLOS
TEODOLFO TORRES
PIO CARREON
ARTEMIO DE LEON
ERNESTO MENDOZA
MARIANO SALAZAR
WILLIAM TAN
FELIPE CORTEZ
MAXIMINO PACHECO
RICARDO DEATO
RODOLFO TRINIDAD
ARTURO SAMONTE

In the realm of Metro Manila, a few towns and cities have acquired the sobriquet borne out of their respective innate charm and character. Makati for instance, has earned for itself the title – the commercial heart of the metropolis. Paranaque and Las Pinas have become the ideal homesteads for the middle and upper-middle classes. Marikina has survived the crippling economic crisis largely due to its thriving shoe business. Perhaps the best adage one can affix to the town of Valenzuela is its decidedly industrial character which they fondly refer to as the "industrial artery of the throbbing Metropolitan Manila".

One reason for the industrial expansion is the strategic location of this municipality which encompasses not only the arterial highway that leads to the richness of the Central Luzon area, but also due in part to its advantageous proximity to Manila and its suburbs.

Municipal Administrator	Atty. ANTONIO M. DALAG
Municipal Treasurer	ROSALINO G. RESSURRECION
Municipal Personnel Offcer	PURIFICACION E. REYES
Civil Security Officer Chief	ENRICO AQUINO
Municipal Budget Officer	ARSENIO P. MAYONG
Municipal Health Officer	Dr. FRANCISCO R. REYES
Municipal Engineer	Engr. PERFECTO M. FRANCISCO
Municipal Assessor	LUVINIO M. ARGOSINO
Senior Barangay Officer	(Vacant)
Supervising / Planning Officer	MANUEL DEMETILLO
Secondary School Principal	FILIPINA M. TETANGCO
Police Station Commander	(OIC) Police Capt. CARLOS A. TIQUIA
Fire Station Commander	EDMUNDO PACHECO
Election Registrar	PERFECTO CAMPUS
Postmaster	PEDRO FELICIANO
Municipal Auditor	Mrs. VERONICA MAGPOC

Valenzuela today is a growing industrial municipality. She has metamorphosed to become an important industrial sector of our country, gainfully contributing its resources and skills to hasten the economic recovery of our nation.

INFRASTRUCTURE

Due to its industrial focus, the municipal government has laid emphasis on infrastructure. Upgrading and improving all forms of services, the provision of a more adequate water supply, electrical powers, roads, bridges, highways, communication facilities, and a better mode of transportation to render better service to its people. Infrastructure programs undertaken last year as part of their on-going program of industrialization are as follows:

FLOOD CONTROL

1. construction of flood control protection wall in Dulong Danke, Malinta
2. cleaning, clearing, excavation of Malabo creek in Maysan
3. repair of curb and gutter, catch basin/manhole in Malinta Village
4. declogging/cleaning of drainage and catch basin in Malinta Vill.
5. improvement and repair of flood control fence at Bahayang Pag-asa Subd.
6. construction of concrete manhole cover in Pio Valenzuela St.
7. improvement of Tiwala Drainage System in Pasolo
8. construction of Kalabing Goho creek flood control protection wall
9. cleaning, clearing, excavation of Paso Tijero Creek, Brgy. Marulas
10. cleaning, clearing, excavation of G. Lazaro drainage canal Bgy. Dalandan to Malanday
11. cleaning, clearing, excavation of Liwayway st. Marulas
12. cleaning, clearing, excavation of Caruhatan creek
13. construction of Bisnig drainage
14. installation of temporary chain block for the Wawang Polo flood gate
15. cleaning, clearing, excavation of A. Pablo drainage Bgy. Caruhatan

ROADS

1. repair of Bignay Road, bgy. Bignay
2. repair of Manis rd.
3. improvement of Pinalagad rd., Malinta
4. improvement of Lingahan rd., Malanday
5. repair of Esteban rd., Dalandan
6. construction of Mapulang Lupa rd.
7. improvement of Punturing rd.
8. improvement of Lingunan rd.
9. repair of Bezotte rd, Caruhatan
10. improvement of Tiwala, Pasolo rd.
11. improvement of A. Marcelo st.
12. improvement of Parada rd.
13. improvement of Bilog rd.
14. improvement of M. delos Reyes st.
15. improvement of Coloong rd.
16. improvement of Gen. T. de Leon rd.
17. improvement of Parada rd.
18. improvement of Aling Sion st.
19. improvement of P. de Guia rd.
20. cementing of Donesa st.
21. improvement of Balangkas rd.
22. installation of reinforce concrete pipe at sitio Bitik
23. installation of reinforce concrete pipe at bgy. Polo

HEALTH

The health department of the municipal government has effectively channelled its health services to its people thru its 16 health centers, 2 puericulture centers, and 8 barangay health posts ably supervised by Doctors, dentists, health personel, nurses, and technologists.

Among the notable programs of health department are: immunization by administering DPT, OP V, anti-measles vaccination, deworming, weighing, growth monitoring of children thru the under six clinic. Free consultation, treatment and health education, family planning seminars, marriage counselling, nutrition education are likewise conducted in the health centers as a form of an information campaign aimed to promote knowledge and awareness on the prevention of sickness and promotion of a healthier well-being among the people.

Civic action such as medical and dental missions, operation 'tule", refraction, deworming, and first aid sponsored and initiated by private organizations such as the Rotary clubs, Kiwanis, and the Jaycees get the full assistance and support of the municipal government thru the health department.

The municipal government in its effort to upgrade and improve the efficiency and technological expertise of its workforce, regularly conduts seminars, workshops to upgrade existing standards.

EDUCATION

The municipal government of Valenzuela continues to support 8 municipal high schools, elementary schools, finance the operation of 12 kindergarten classes housed in elementary school buildings in different barangays. The administration also oversees the Valenzuela Manpower and Training Center; a vocational school offering courses in electronics, automation, welding, plumbing, carpentry and dress making.

Five "Cory Type" school buildings were completed in Paso de Blas, Canumay, Balangkas, Mabolo and Marulas. Completed was the construction of a perimeter fence in Caruhatan West Elementary School building, waiting shed in Arkong Bato, repairs on Malinta Elementary School, Home Economics building in San Lazaro Elementary School in Ugong, and Caruhatan East Elementary School.

On-going are the construction of 10 2-storey six classrooms buildings, repairs and maintenance of schools located at Bisnig, Dona Ata, San Miguel heights, Gen. T. de Leon, Malanday, Tugatog and Bagbaguin.

The road to progress is an uphill battle beset with so many obstacle, but if one anchors firmly his belief on the virtues of hope, optimism and hard work then success is assured.

CITEM...

Product development, and merchandising as tools in marketing and promotions have caught on as inevitable concepts among Philippine exporters. Product focus or product themes became bywords in exhibition or promotions approaches. Exhibitors come back not only with orders as their main objective but doubly rewarded from the experience of learning more about the market environment from the guidance of Product Specialists and the CITEM requirements. Finally, CITEM has developed winners and trail blazers as they are successes by their own hard work, creativity and commitment.

CAVITE...

which produces gravel, sand and rock requirements.

By this time, Cavite had around more than 2,000 kilometers of road network spread out across the provincial landscape and linking the Barangays, towns and cities with the capital of the province. There are also some 190 bridges all over the province connecting major highways and roads.

The road network has contributed to tourism development. Roads leading to Puerto Azul, Taal Vista Lodge, Josephines and Villa Adelaida were paved under the auspices of the national government and the province itself. Tagaytay in the upland area for one, has become famous not only for its natural and unique wonders but also for its soothingly cool climate.

Aware of the money-earning potentials of so many scenic spots spread out in the province, an association of beach and resort owners has been formed. It pledged to maintain and develop their facilities to serve the needs of both domestic and foreign tourists. These resorts are drawing bigger income for the province and the country as well.

Remulla said power and telecommunication services also kept pace with the other major infrastructural developments.

"More than 90 per cent of the population are enjoying the energization program that we have launched particularly through the Communication and Electricity Development Authority," he said.

With the blessings of the National Electrification Administration (NEA), Meralco has taken over the First Cavite Electric Cooperative Inc. in servicing six Cavite towns.

THREE DISTINGUISHED

CONCHITINA BERNARDO
Vice Mayor, Makati

CIELITO "MAHAL" DEL MUNDO
Civic-Worker
Councilor, Quezon City

By Louise Belle T. Baterna

Ma. Concepcion Sevilla-Bernardo is a top calibre educator cum stateswoman. Her educational background includes a masteral degree for education at the Far Eastern University, Pre-Universitario at the Universidad Central de Madrid in Spain, and Civilization Francaise and Langue Francaise at the Histoire de l'Art Villa de l'Assumption Paris in France.

Conchitina (a nickname) was also one of the moving factors of the Karilagan Institute which specialized in seminars and training programs on personality development. Established in 1963, Karilagan Institute expanded into a finishing school and eventually was recognized by the Department of Education, Culture, and Sports (DECS).

Years later, she quit teaching and decided to write "Making Yourself Over Into a Compleat Woman," a bible for Filipino women on beauty tips, good grooming, fashion, sensible dressing, etiquettes, and modern day manners.

Late 1987, she was personally asked by President Corazon C. Aquino to run as vice-mayor of Makati together with Jejomar Binay under the PDP-Laban/Lakas ng Bansa coalition ticket.

At that time, she has started to shed off her cool and chic socialite image.

Now busy as chairman of the Education Committee, Conchitina's main thrust is to inculcate a new concept of values and attitudes during the early formative years of children. Along this line, she has



coordinated with the teachers of some 92 nursery schools in Makati to work for the professionalization of Makati nursery schools as an independent department of the municipality.

Conchitina also sits as a board member of regents of the Makati Polytechnic College with over 8,000 students. "It is an immense job to overhaul a system that has deteriorated in its 15-year existence. We have funds but only good enough for the teachers' salary and cost of living allowance (COLA), a library without books, and a laboratory without even a microscope," she disclosed.

Her immediate priority is to uplift the facilities and curriculum standards in the hope of getting recognized by the DECS in at least two years time. The college has been functioning on temporary permits.

The Education Committee is also seeking representation in the military to take over the Andres Bonifacio University in Fort Bonifacio.

The main goal is to set the ball rolling for all these Makati schools by the time she leaves government.

The socialite turned civic-worker also chairs the Anti-Drug and Substance Abuse committee with a

(continued on page 80)

There are a thousand and one reasons why Class A entertainer and full-time socio-civic worker Cielito del Mundo garnered the number one post as councilor of Quezon City.

For one, this frail-looking neo-politician has managed to combine the fun and glitter of showbusiness with the grey tones of life's misfortunes in a genuine act of self-giving.

Popularly known as "Mahal," Cielito has earned a reputable position in the world of Philippine entertainment. She is a stage, radio, TV and film personality, a recording artist, and a ramp/advertising model.

Such versatility is well manifested by her involvement in quite a number of cultural affairs, musical extravaganzas, celebrity nights, and variety shows — all for the benefit of society's indigents.

Her CDM TV-Film Production Company also produces a weekly drama anthology billed "Mahal" aired over Channel 9. Gaining high-level acceptance, "Mahal" is shown here and abroad, specifically in the United States, France, Yugoslavia, Guam, and Saudi Arabia and soon in Japan, Hongkong, and Australia.

In 1978, she captivated Cuban audiences including President Fidel Castro with her rendition of Spanish songs during the 11th World Festival for the Youth and Students.

She even translated into English some of the songs of Vice President Almeida de Bosque.

But as always, Cielito's showbiz activities are colored with that special touch of human concern. Even her regular TV public service titled "Kapwa Ko, Mahal Ko" on Channel 7 focuses on the sick and the poor.

PERSONALITIES

Rev. Dr. SONIA LIM
Lady Spiritual Leader



Also, she has chaired innumerable various civic-oriented organizations and initiated fund-raising shows for the less fortunate like the blind, deaf, mute, drug dependents, and orphans.

Cielito's "relevant entertainment career" is highlighted with a series she offered to the military.

For many years, she entertained troops in the war-torn Mindanao and Bicol region and headed cultural affairs sponsored by the Philippine Army, Philippine Constabulary, Armed Forces of the Philippines, and Department of National Defense.

For such whole-hearted support and cooperation that span years and miles, Cielito has been cited for her meritorious and invaluable services rendered to these groups.

Among the many awards bestowed on her are the Golden Cross Achievement Award given by the 10th Battalion Team, PEFTOK; Gold Medal Recipient for Outstanding Achievement in various civic activities in the military and the "Outstanding Achievement Medal for Public Service of the Highest Order" as Liaison for Troop Entertainment and Military Action of the Philippines presented by the former President Ferdinand E. Marcos.

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Most orphaned children of soldiers may now look forward to a brighter future even if they have been deprived of their fathers.

At least as many as can possibly afforded by available funds, these military orphans have been awarded four-year college scholarships through the DOVE Foundation Int'l (DFI) since two years ago.

This was learned from Rev. Dr. Sonia Lim, President-Founder of the DFI.

It all started on Oct. 29, 1986 when the world-renowned woman spiritual leader, spoke at a joint DFI and PC/INP Christian Fellowship "Love Thy Neighbor" event at Camp Crame led by Brig. Gen. Rene Cruz.

Among the gifts distributed to the widows and orphans of soldiers killed in combat were the Four-Year College Educational Plans from the DFI.

Since 1986, the DFI fund raising arm has been active in the project envisioned to help assure children of soldier-patriots become worthy citizens of the Republic.

The private sector and military leaders were invited to share in this endeavor. Everyone who donated the amount to cover a four-year college course for any of the chosen orphans got the distinct honor of being named a godfather of the child.

To date there are now seven soldier-patriots' orphans in college.

This most worthy project is just one of many thought up by Rev. Dr. Lim in line with her realization of the importance of praying with our soldiers and with Philippine leaders.

Since 1986, the DFI with the



cooperation and encouragement of the Defense Department and the Armed Forces of the Philippines has conducted special sessions for Prayer at different military camps.

Reverend Lim felt that the military and the law enforcement agencies are in greatest need of prayers for they are the protectors of our nation's freedoms."

PRAYER FOR GENERAL LIM

Miracles may indeed by wrought by prayers as proven in one of the prayer meetings that Reverend Lim held sometime in August last year.

During the session held at the Western Police headquarters, salary increases for the policemen was prayed for. Also prayed for was international recognition for the WPD superintendent — Brig. Gen. Alfredo S. Lim.

Not long after, the Aug. 28 coup try was made. B/Gen. Lim was ordered by his superior, Brig. Gen. Rene Cruz to Channel 4, Quezon City to fight the rebel soldiers.

A subordinate's (General Lim's) obedience to a superior's order (General Cruz's) made a hero. And history.

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CONCHITINA...

special emphasis on the evils of alcohol. "Alcohol has been underestimated but it is also a potent factor in altering one's personality," she says.

Coordinating with the Makati Anti-Drug and Substance Abuse (MADSA) center, Vice-Mayor Bernardo works closely with a phsycologist, a doctor, and two volunteers. The immediate plan is to bring information to the baranggay level. "Our program of action is also more on the preventive aspect like advising the children about the dangers of drug and substance abuse. Hopefully, such awareness will bring Makati's Number One problem to a minimum. Also, we plan to step up surveillance on drug stores selling over the counter the illegal drugs and substances."

Vice-Mayor Bernardo recalled that her office was packed full of requests right after she got elected. But ever since, her answer is consistent: "I have budgetary constraints. I don't give money but I will help. I don't believe in dole-outs and I know that you cannot do what people can and should do for themselves."

Conchitina's system is make people help themselves by giving them full responsibility on projects they thought on their own. That way, they don't look upon government officials for dole-outs or to take care of them everytime a project fails.

"I've always wanted to discourage the patriarchal system. Otherwise, we will create a populace of mendicants. They depend on you and make you a star at their expense. That is not correct. Instead, you uplift their plights and restore their dignities."

Conchitina's credentials go beyond her municipal office. She is also a member of the civic-oriented Zonta Club of Makati, a consultant of the Philippine Air Lines, a former member of the Board of Censors, a director of Manufacturing Enterprises, and a past coordinator of the Makati Health Program. Speaking four languages fluently, she once worked as cultural attache of the Philippine Consulate in Barcelona, Spain.

And yet, her current post as Vice Mayor of Makati is still one of her major priorities (third to God and her family).

As she would say: "Makati is growing by leaps and bounds. By far, it is the most progressive municipality in Metro Manila. There is also money in Makati in as much as there are people willing to help the less fortunate."

Vice-Mayor Bernardo can only have words of praise to Mayor Binay. "He is an honest man who is true to his words. He gives what is due to his people. Also, I know he trusts me and knows that I'm not after his job. Besides, I'm quite happy being No. 2," she says.

She also cited that women have greater advantages, without staking their sovereignty over anything. "People often look up to us as approachable. When they cry, we don't get mad. Instead, we end up crying with them."

True to her campaign promises and vocation as a true-blue Christian, Conchitina Bernardo takes her job seriously. Her husband Joseph Delano Bernardo, former OIC Vice-Mayor of Makati, always advised her to slow down. "Detach yourself. You cannot solve everybody's problems. It is endless," Joseph would often tell her.

So, petite Conchitina is learning to compromise and facing the fact that there are certain ugly realities to live with.

But she is not standing still. In the next minute, she's off in a rush to do something about it.

MAHAL...

And yet, her greatest achievements are found in her deep sensitivity to the deplorable conditions of the poor and the down-trodden.

She founded the World Family Institute, Inc. (WFII), a non-stock, non-profit, non-sectarian organization aimed to promote the Filipino family as a self-reliant and self-sustaining unit of the community able to actively participate in nation-building.

One of the WFII major projects is the search for "Model Filipino Family" through the Angkan Awards as its tribute to Filipino families with outstanding contributions to the country.

Cielito del Mundo has also initiated the "Mahal Day Care Centers" to assist under-privileged families by providing their pre-school malnourished children with a supplement diet, preparatory education, and positive outlooks and attitudes.

With her first venture into the world of politics, Cielito's commitment to her "vocation" remains strong. "What I saw during my campaign trail only confirmed what I already discovered about our people. They are gifted with an abiding faith in God and are willing to offer their services to others. What is most touching is their humility to accept their poor state and yet they are determined to help themselves and seek a better life," she said.

As chairperson of the Committee on Health and Social services, Councilor del Mundo sponsored the ordinance authorizing the health department of Quezon City to establish and operate a 24-hour "Botica sa Baranggay in all of the 140 baranggays.

The ordinance is aimed at rendering an efficient and feasible health program and the immediate delivery of basic health services to the indigents.

With over 20 years of colorful public service, Cielito del Mundo's current goal is to have an effective public office. The first step, she says, is to encourage public trust thru active, honest, and persevering efforts towards the upliftment of economic, social, and spiritual values.

OTHER PRAYER SESSIONS WITH THE MILITARY

At one time or another the Reverend Sonia Lim held prayer sessions with top DND and military men.

During the 10th World Prayer Congress '87, Reverend Lim prayed with the military on the parade grounds of Camp Aguinaldo with top brass on attendance with the rank and file.

She also has spoken before the Philippine Navy personnel with "Love God", Love Family, Love Country as the theme.

The soldiers and civilian staff of the Philippine Army also heard the DFI founder-president on Jan. 16, 1987 at the grandstand of Fort Bonifacio where she spoke of the spirituality of their mission in protecting the nation.

THE DOVE FOUNDATION OBJECTIVE

One Nation Under God for Peace, Unity, Prosperity and Healing.

To achive this goal, the message to the nation is found in the Book of Deuteronomy Ch. 28 (Living Bible):

"If you fully obey the commandments of the Lord your God, He will transform you into the greatest nation in the world and blessings will come upon you. The Lord will defeat your enemies before you; He will bless everything you do; You shall lend to many nations, but shall not borrow from them. . . But each of these blessings depends on your not turning aside in any way from the laws I have given, and you must never worship other gods."

God promised: "Blessed is that nation whose God is the Lord. (Psalms 33:12) "and more specifically His conditions are: "If my people, who are called by my name, will humble themselves and pray and seek my face and turn from their wicked ways, then I will hear from heaven and will forgive their sin and heal their land. (11 Chronicles 7:14)".

Rev. Sonia Y. Lim returned to Manila on May 1st to prepare for the 10th World Prayer Congress '87. This Prayer Congress in July 31 to Aug. 1 was focused on prayers for the nation and gave tribute to God for miracles given to our country. The session with the military was held at the Grandstand of Camp Aguinaldo on July 31. Heads of the Dept. of National Defense, Deputy Fortunato Abad, the Chief of Staff Gen. Fidel V. Ramos, commanders and leaders from different AFP services as well as the civilian staff were in full attendance. The delegates and friends were honored with a full military review from all service commands.

Another prayer session was held at the Bulwagan Katipunan Hall of Manila with Mayor Mel Lopez, government employees, judges, fiscals, teachers, Manilans and foreign visitors participating. The Key to the City of Manila was presented to Dr. Bill Sharp of Las Vegas and Rev. William Schultz of W. Covina.

A high point in the Prayer Congress '87 was the Prayer Clinic for leaders on Aug. 1 at the Union Church of Manila. Dr. Sharp, Rev. Joseph Diserno and Rev.. Shultz were the speakers with Rev. Lim. Aug. 2 & 3 were the days in Baguio. The American speaker Dr. Bill Sharp was given the Key to the City by the Mayor of Baguio. Some of the delegates were able to attend the Boxing Tournament in Baguio headed by Jimmy de la Rama, only son of Amelia dela Rama Braly, Director of DFI. The U.S. delegates headed by Roberta Trimble and Joyce Skillern, Jean O'Connor also ministered to the students of the University of Baguio headed by Reynaldo Bautista.

On Aug. 10, 1987 Rev. Lim conducted a prayer meeting at the Headquarters of the Western Police with numerous policemen, civilian staff and Police Chaplain Santos. During the session, increase of salaries for policemen was prayed for and prayer was made for Gen. Alfredo Lim that he be recognized nationally. Both requests were answered by God. During the Aug. 28 coup attempt, BGen. Lim was called by his superior BGen. Rene Cruz, PC/INP to proceed to Channel 4, Quezon City which was not his territory and to fight the rebels. As a result he became a national hero, with his story flashed in all national papers and magazines.

On Aug. 16, Rev. Lim was invited by Col. and Mrs. Romulo S. Pascual to speak at the "Temple of Love Fellowship" in Navotas. On Aug. 30, Mission Sunday, Rev. Lim was speaker at the Cosmopolitan Church. This is the church of many of our leaders including Sen. Pres. Jovito Salonga and wife Lydia, GSIS President Feliciano Belmonte, Jr. and wife Betty Go Bishop Navarro's children and Pastor and Mrs. Rey Desenganio.

At the start of the year, a six-day prayer for peace was organized by DFI with concerned Christians and concerned citizens as participants. DFI President-founder said the prayer was for the success of the Feb. 2 plebiscite. She said it was addressed to the stability of the nation which was threatened by political, social and economic crisis as evidenced by waves of strikes, demonstrations, ambuscades and other bloody incidents. The Prayer was held in three venues, namely, Manila Mid-town Hotel at 8 a.m., Western Police District Headquarters, 10 a.m. and the Philippine Army Headquarters, 4:30 p.m. The other prayer schedules were in private homes of members of.DOVE FOUNDATION, International.

On January 16, 1987 Rev. Lim was invited to speak to the soldiers and civilian staff of the Phil. Army at the Grandstand of Fort Bonifacio with Brig. Gen. Caniesa, the then Commander of the Army, with Chief Chaplain of Army Command Fr. Juezon. DFI's President was accompanied by Rose Gaurano, wife of retired B.Gen. Teofisto Gaurano and other lay leaders. After prayers, they were honored with a military review.

Model Command

Towards A More Peaceful Makati

Covering Makati, which is the premiere town in the country, the Makati Police Station performed in 1987 with flying colors in keeping peace and order, inspite of an undermanned police force, numbering about 417 officers and men, and backed up by 79 motor vehicles, 46 of which were privately owned.

The Makati Police Station's area of responsibility has a land area of 29.54 square kilometers with a population of 439,747.

During the year, the patrol and traffic units of the Station was assisted by the Makati Public Safety Assistance Group – the "tanods" and the "traffic assistants."

In his report to the Superintendent of the Southern Police District, Col. Herminio V. Taylo, Station Commander, cited the following:

During the year 1987 the Station recorded, and thus investigated a total of 1,993 incident reports 1,569 or 78.72% of which were cleared by the arrest of the persons responsible.

Consequently, 879 malefactors were held for having committed "Index Offenses" and 1,305 for the "Other Crimes" category or a total of 2,184 were indicted by the appropriate prosecuting authorities and thereafter charged before the proper courts of justice.

Similarly, charged among others were 105 violators of Republic Act No. 6425, otherwise known as the Dangerous Drugs Act of 1972, as amended, against whom an honest to goodness campaign is being waged by this Station.

On traffic matters the Command during the period responded to and investigated a total of 3,807 road accidents which killed 33 persons and injured another 456, among others.

And, in enforcing the laws of the road, the Station cited a total of 8,763 erring drivers for various infractions of the Land Transportation Code.

Meanwhile, in order to improve further the already harmonious police-community relationship, the Station undertook scores of projects which are all geared to the benefit of the constituents on one hand and reduction of criminality on the other.

Moving to correctional activities/accomplishments the Command during the period secured in custody and with comparative efficiency a daily average of 194 prisoners in a jailhouse that normally accommodates 84 persons.

Speaking of discipline, the Command as a matter of policy imposes punishment and gives reward according to the merits of the case in question. Thus, during the period five (5) men were dismissed from the service, 8 personnel were given disiciplinary suspension totalling 305 days and another 287 were meted forfeiture of pay equivalent to 561 working days. On the other hand, commended on this level were 4 officers and 64 non-officers for their outstanding accomplishments.

The foregoing accomplishments enumerated were made possible through the management of the Command's resources, an account of which is summarized as follows:

As of 31 December, 1987, the Command accounted an actual strength of 1,063 officers and men of which, owing to the number who are on official leaves of absence, detentions, suspensions and absences without leave, a total of 408 personnel were recorded as ineffective. As such, only 655 officers and men or 61.61% were actually deployed to accomplish the organizational mission.

On Material Resources, of the 17 cars, jeeps, motorcycles, and the like, accounted with the Command, only 14 units or 82.35% were actually deployed for operations during the period.

Similarly, only 4 radio-transceivers were accounted operational during the period.

As to the firepower capability of the Command 153 units of the rifle and high powered category were accounted operational, as 922 handguns were actually used by the individual members during the period.

Finally, on the Command's expenditures for the year 1987 the National Government as supported by the Municipal Government of Makati, Metro Manila, spent an aggregate of P46,077,333.60 to maintain the Makati Police Station.

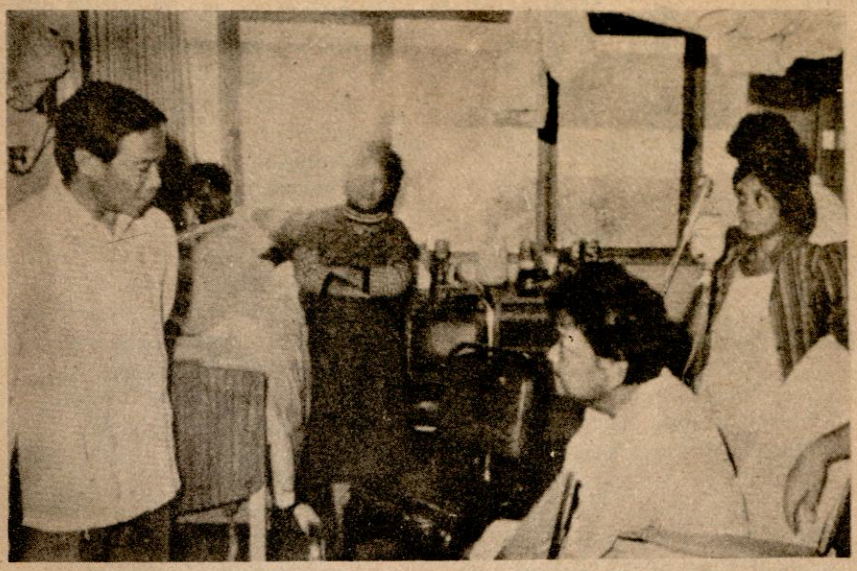
Against the Command's personnel and material capabilities, as well as the logistic and fund support it received, following is a resume of the peace and order situation prevailing in this jurisdiction during the period:

There were 1,993 crime incidents reported of which 1,351 are of the index offense classification. Compared to 1,127 index crimes recorded in the same period last year showed an increase of 224 or 19.87%.

Expressed in term of rate, this means 307.22 index offenses per 100,000 inhabitants were reported this period as against 261.71 in last year's period or an increase of 45.51. And, with the said 307.22 index offenses, the Station during 1987 obtained a monthly average rate of 25.60.

(continued on page 84)

A Successful Partnership For the People of Makati



The health program of Makati stands out today as the best testament to the need for the private sector and the government to faithfully honor their commitment to serve the people.

Makati's Health Program is a synergy of the Makati Medical Center and the Municipal Government of Makati, for the people of Makati. A dynamic office within the municipal building orchestrates the smooth implementation of this human service need.

Born some 12 years ago, the program grew because it answers a basic need.

With the advent of the new leadership in Makati, a thorough review of the program was undertaken to make it truly attuned to the needs of the people, thus spawning some basic changes.

The incumbent mayor, Jejomar "Jojo" Binay, totally aware of the recent survey of the Ministry of Health clearly indicating that 80% of the entire Philippine population is medically indigent, ordered the review and restructuring of the entire program.

First, the income level coverage was raised from ₱1,000.00 to ₱5,000.00, thus broadening the lattitude of its beneficiaries. This prompted the transformation of the program from the Makati Indigent Program (MIP) to the Makati Health Program (MHP).

Another innovation involves the extension of the Makati Health Program to include the municipal government employees and their dependents who are living within the boundaries of Makati.

These two meaningful changes are properly strengthened by a stricter screening and evaluation of the applicants to the program.

Another move was geared to make the program free from political manipulations, by making the MHP independent and autonomous with an office of its own within the Municipality.

There is a screening committee that carefully reviews all applicants, while the social service department of the municipality is required to do home visits to verify residence. It is only after this process that the program coordinator approves the applicant. This exercise is deemed necessary to ensure that the MHP benefits only bonafide Makati residents.

The full — range of medical and health services at the Makati Medical Center can be availed of by cardholders of the MHP Program. This includes basic services such as surgery, pediatrics, obstetrics, medicine, ear, nose and throat (ENT) and ophthalmology.

The cost of the entire program is undertaken by both the Makati government and the Makati Medical Center which perceives the program as a vehicle for greater meaningful service to the community it serves.

However, the revitalized health program gives dignity to the recipient of the program by making them pay a token fee for whatever health or medical services availed of. This gesture motivates the people to take full responsibility for their health care.

From May to December 1986, the program has reached out to more than 25,000 residents. Its yearly budget of ₱9.5 million provides adequate logistical and financial coverage for the residents. The present leadership of Makati assumed the arrears of the past administration amounting to ₱7.5 million bringing the total subsidy this year to ₱17 million on the part of the Makati government.

The program also conducts regular medical missions to depressed areas all over Makati to bring health care within the shanties and homes of poorer residents.

The people behind the new energized health thrust urge all qualified Makati residents to involve themselves by getting an MHP card, and submit for screening, before the advent of illness. This is a must to ensure

the smooth implementation of the most successful health partnership program in Philippines today. ✚

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Makati Health Program at the Makati Medical Center



TOWARDS. . .

However, of car theft incidents which had given the Command a black-eye, there were 338 reports investigaged this period or a decrease of 47 representing 12.20% when compared to 385 reported in the same period last year.

Of the 1,351 index offenses reported to and investigated by the Command in 1987, 931 or 68.91% were cleared by the arrest of those responsible which compared to 45.51% in last year's period manifested an improvement by 23.4.

Similarly, at total of 879 persons were appropriately charged before various judicial courts for having committed index offenses which is an increase by 482 or 121.41% over last year's period.

On road safety the Station answered and investigated a total of 3,807 vehicular accidents which is a decrease of 19 or 0.23% over last year's period of 3,816. And, speaking of traffic law enforcement the Command however cited at total of 8,763 violators as against 8,461 in the same period last year manifesting an increase of 302 or 3.56%.

On crime frequency the Command clock showed that index offenses as a group were committed most between 12:00 noon and 6:00 at dusk. So, with the property crimes of Robbery, Theft, and Car Theft. However, crimes against person such as Homicide and Physical Injuries as well as the crime of Rape were most rampant between 6:00 p.m. and 12:00 midnight.

Hospitalization benefits for the municipal employees has been one of the main concerns of Mayor Jejomar C. Binay who is fully aware of the skyrocketing medical expenditures encountered by hospitalized constituents.

The MHP (Makati Health Program) has been expanded by Mayor Binay to include all municipal employees. Certain policies are hereby clarified so that the program will be fully understood:

1. All municipal employees must register at the MHPO (Makati Health Program Office) with all required documents prior to an interview.

2. All applicants will be granted a permanent card and a LOA (Letter Of Admission) at the MHP Office so as to be admitted at the Makati Medical Center. The LOA will be issued only upon the request of Makati Medical Center and must be countersigned.

3. It must be clarified that all MHP accommodations are WARD BEDS. If patients request for private rooms then the MHP cannot shoulder this. All expenses will then be shouldered by the patients themselves.

4. Dependents of municipal employees who do not reside in Makati are disqualified from the MHP. The public school teacher who works in Makati but resides in Pasig, can avail of the services but not her family. Firemen and policemen with families not residing in Makati are likewise submitted to the same rule.

5. MHP has an agreement with Makati Medical Center that the hospital will diagnose the patients and determine the need for confinement. Patients cannot demand confinement without endorsement by the Makati Medical Center.

6. The Makati Medical Center takes charge of the hospitalization management of the Makati Health Program and not the Municipality government. Nobody must interfere with the arrangements instituted by the hospital as they are implementing the program to its fullest to benefit all those qualified.

7. Communicable or infectious diseases of infants, children and adults will not be admitted to the Makati Health Program. This program is meant to service medical and surgical patients only.

8. No psychiatric cases and dialysis treatments are allowed likewise at the Makati Medical Center.

9. The Makati Medical Center will determine who will treat the patient from the existing MHP Consultants who forego their professional fees and grant their free services. Patients in the Makati Health Program may not use their private physicians, considering that the list of doctors of the Makati Health Program is made up of the finest at the Makati Medical Center.

10. Medico legal cases must pay the follow-up professional fees by the physician-in-charge, due to non-inclusion of this in the program.

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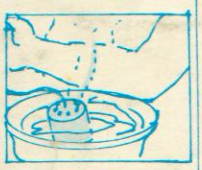







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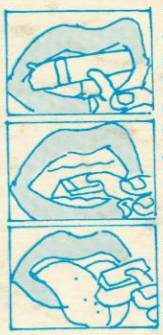

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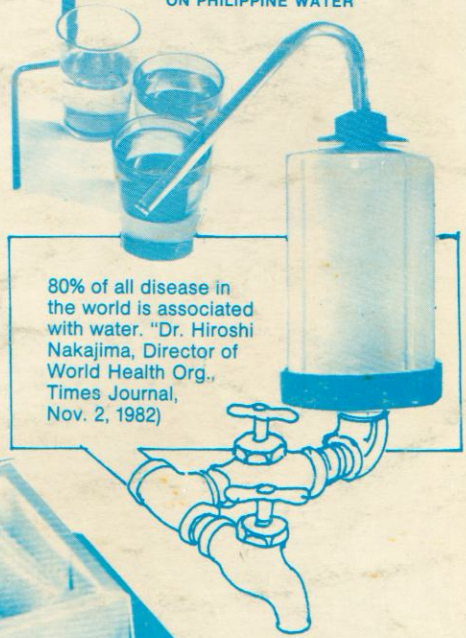

80% of all disease in the world is associated with water. "Dr. Hiroshi Nakajima, Director of World Health Org., Times Journal, Nov. 2, 1982)

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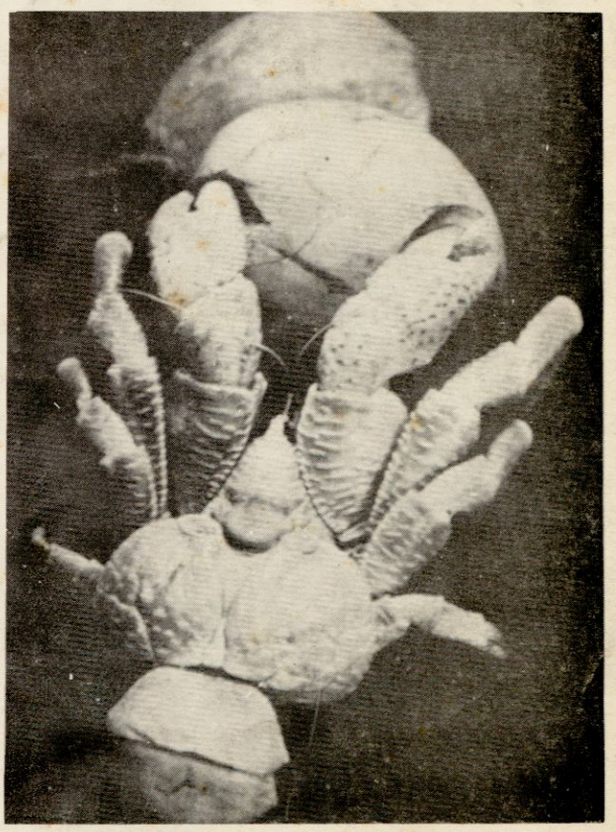

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