

CAPITOL

newsmagazine



Q. C. MAYOR
AMORANTO

Concannon

SHOP at the

NEPA - Q - MART

E. de los Santos Avenue cor. Ermin Garcia

One of Quezon City's biggest markets

where shopping is profitably reward-

ing and shoppers assured of high qua-

lity goods either locally produced or

imported.

EDITOR'S NOTE:

This publication is not a mouthpiece.

Our stories are both sides, claims and counterclaims and not the "man bites the dog" type. They are what the readers should know.

* * *

No. 1 citizen (Mayor Amoranto) of our Republic's No. 1 city is inevitably our cover and No. 1 story. Last appointive and first elective, his almost 14 years mayor is the story. By the editor, (Sugar to mostly) it is more than five years with the gentleman.

* * *

The Big City, is really big and

with the kind cooperation of Juliano "Jun" Rodriguez, supervisor of publications of the Caltex. And of course researchers: Zueda and Hedy Salcedo both BSEED from the Arellano University.

* * *

"How the City was Born, is by the late CFI Judge Damian Jimenez. He left it with the editor before his death. Judge Jimenez, was one of the oldest city officials from the late Mayor Tomas Morato till two months before his death or when assigned to La Union's CFI. It's what historians would need for accuracy.

* * *

CONTENTS

Cover Story Amoranto	12		
Big City	21	Men Behind	30
Kamuning	11	Paculdo	6
Mayoralty	9	Politics	3

SEPT.-OCT.
1967

CAPITOL
Newsmagazine

VOLUME 1 NO. 1
60 CENTAVOS A COPY

MALC'S KICHENETTE
104 ERMIN GARCIA ST.
Q. C.

SANTOS S. SALCEDO
Editor & Publisher

BERT PAGAYON
Associate Editor

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY

HEDY R. SALCEDO
Editorial Assistant

Researchers:
MILDRED ROMERO — MANUEL MONREAL
HEDY R. SALCEDO — MICHAELENA GARCIA

LOCAL HISTORY

(PUBLISHED EVERY TWO MONTHS)

COMPLIMENTS OF:

DOCTOR'S BLOOD BANK

928 Gonzales St., Ermita
Manila

Tel. 5-39-80
5-18-46

"First in Blood Banking"

- * All types of blood and blood plasma available, anytime.
- * 24 hours service and FREE DELIVERY from any diseases.
- * We accept orders by telephone or telegram charged from hospitals through out the country accessible by land and air transportations.
- * You get it FRESH and FAST when you order from us the "fountain of life."
- * Our Dept. of Health Permit No. - 0035

FELY N. GARDE
Medical Technologist

RUDY Q. PASCUA
Medical Technologist

B. L. JARDINICO, M. D.
Physician

CAPITOL

News magazine

POLITICS

Since the election season came, people non-stop saying: "The LP and NP together, is just like a reversible jacket; candidates are winds; all are champions of the masses but when elected only fight for what they want and care not even if the poor are already like small fishes eating nothing but mud."

But, no matter what they say, whatever the quality of the candidates are, election is here again and the voters will vote again. As usual, voting will be: if not NP, LP. Of our political parties, said thus Sen. Manglapus: "... political parties stand for nothing but personalities." Said also Pres. Marcos reportedly: "There is no difference between an NP and an LP."

In Q.C. Now homestuch, politics in the big city is fortunately not only between the LP and NP. Candidates are many: 7 for mayor, 5 for vice mayor and more or less 85 for councilor. All are now inevitably from sunup to sundown on the streets ringing their bells like icecream vendors;

from nightfall to daybreak everywhere hooting like owls. House-to-house campaigning is like census-taking. All are also now all smiles even at the saints in the church and also all handshakes, at times, even with his driver mistaken for a voter in the dark at night.

Opposition candidates would tell the squatters: "Only a change of administration can change your quality." To the affluent and anti-squatters nearby however: "Only your votes can kick those gaddern squatters out." To the suckers however, all candidates are suckers.

Sing, Birds Sing. With the campaign now full-blast, the city's political blood pressure is inevitably high. As usual, the campaign is mostly below the belt than high-level; the nuisance are all noise. Lone target is of course, yet politically as hard to crush as the Rock of Gibraltar -- Mayor N. S. Amoranto (NSA).

But, NSA is yet as cool as a December night; only breaking blown-out-of-proportion issues like eggs. His silence is practically as the proverbial eagle allowing the small birds to sing and care not what and where

they sing. From the looks of it, his, will be as his first two fights he won both by a landslide — cool, brutally frank, never useful lies. ,

From One Reservoir. This fight is closely as the city's first in 1959 than its second in 1963. Against incumbent NSA are: LP stand-by and newcomer in QC, Nardy Abes; CLGG's old jeep with but a new paint, Carlos Albert; Mammy to her children but Papa to her bloc, Luisa Orendain; firster and lucky if fourth, Ben Grecia; and of course Tony Amor and Condez, both extremely underdogs.

All stand on the same platform of government and have the same issues coming out of their throats or like dirty water from the same reservoir outing from different faucets. So are their promises mostly are Amoranto's already finished if not but few licks away; the rest if not underway have already been started or coming next. Commented thus candidate for councilor (NP) Jose Paculdo: "Theirs is practically shouting at the sun and spitting on the moon." Said an observer: "Theirs, in one: tell it to the marines." Commented also another: "There's nothing they can do but call the kettle a pot."

Backfired. All of them are

also for: Change Amoranto. Mostly because Amoranto is old and weak. It was also in 1963. But, it backfired: LP mayoral bet, Vic Novales was politically silenced; CLGG's then and now Carlos Albert was politically fractured.

What's funny, many said, it is as good as saying Councilor Sebastian (CLGG) at more than 70 is younger than Amoranto's 59 and stronger than him who is still bag-punching early morning three times a week.

The late Mayor Lacson when still alive used to kid at the late Sen. Cuenco's old age. He died ahead. The LP issue against the late Pres. Osmeña was also old age. The late Pres. Roxas, also died ahead. Pres. Eisenhower was elected at an age far older than Amoranto. Near-end his term, he had a stroke. When up, came his second term. He fought effectively and won. Today he is still strong. Pres. Johnson had it also before. So with Eddie Cantor the cinema actor. He made more pictures after than before he was downed. So with many others, according to the *TIME*.

The LP. First to hold its convention but failed to choose its bets, the aspirants dispersed like kicked dogs. The next day, some talked like NP and until now.

Then came the fight for the officialship of the party between then Assistant City Fiscal Ben Grecia and former Secretary Bernardino Abes.

Abes won. But, Grecia claimed he is the victor. Whatever the case is, their party trouble is both their big trouble. They are hitting each other now like not from the same political stable. Grecia claimed he is heavily scoring on Abes. The latter, says he is also on the former.

Grecia's kick about the lot of his former co-policemen is practically as obsolete an issue as the "land for the landless" that badly lost to "let's make this nation great again." And as pale as "high prices" that's long way down. Hence, his kick may kick him back.

Abes, wants a great city with a great people. And wants it fast as if getting great and making great people is as easy as scratching one's belly before shower. His need for a free education for the children has already been free under Amoranto. His dream of a great city is like he could make it in seven days. But, QC is already great.

His graft and corruptions against the administration is any in his place. But, in QC, it is as weightless as free air. If there is any, it's not Amoranto's, hence

he must name at least one, the NP camp said and demanded.

The CLGG, was first on the draw this time. It was fullpage ad in the *Manila Times*; all about the city's rising crime, graft and corruptions. It was understandable. Many said: "The CLGG's drive against crime every election season is just like Silent Night every Christmas time.

Like its first and second fight, now it's again as before: flies and mosquitoes are non-stop multiplying fast because, the administration does nothing. And, uncollected garbage is everywhere. Some asked: "If this is a dirty city, why are they healthy including the squatters?"

The CLGGs came on board the "Good Government" in 1959. While the "Mayflower Americans" were met with furious hostility by the American Indians, the city gave them a rousing welcome. And jubilantly: "Alas, the good men are here to down the bad."

Their campaign started with they are not interested of their salary, only good government. All of them 6, won. Later however, they more-than-doubled their pay. The people understood it. In 1963, they reduced their number from 6 to only 2 in the city council. Its for mayor and vice mayor, were both badly

third.

False as Falseteeth. CLGG's Albert for mayor campaign is inevitably bashfully for good government now because it was no match to Amoranto's deadly silence in 1963. His is now, as his fellow candidates' but specially the existence of low morale and meteoric crime rise. His criminology thus in the *Manila Times* was as if he knew of someone's grandmother whose falseteeth was stolen right from her mouth right in her bedroom one night. And also as if the thief did it because the salary and morale of the police are low. While he won't tell how much he wants for the police till perhaps he is mayor, his criminology was also as if he could clean the police just like he would a plate after dinner and eradication of graft and corruptions is as easy as he did with the cockroaches in his house.

The NP. The NP is not without a trouble also. But not allover — only from the neck down; something like: not eye-to-eye. While it will stick the whole season, it has also no sign of getting worse. What's happening thus, is but normal of a political family when the inevitable is wrong to one and right to the order.

The trouble is thus just bet-

ween brothers with the father out of the crossfire. But it's not without a slight hurting effect and affecting the political family's dignity. As it is, putting them together is too late.

Affected are the for councilor. And for vice mayor. But NSA is not hands down; not just lying down. In fact, if the repair is now visible it was because of him, specially for the vice mayor.

Undoubtedly however, the official ticket is high over any of the others. Specially the incumbents who stands on their records v. promises. So are the three newcomers. All that they want was to let them finish what all of them had already started.

PACULDO

One of the newcomers in the official ticket for councilor, candidate *Jose "Pepe" Paculdo*, is the man to watch as well to try. Columnist, editor, radio Commentator, CPA and business consultant, he is outsidersly bashful hence humble but frank. His are signs, of down to the bones a gentleman.

Aware of what the people now feel about politics and politicians, he is thus direct to the point. Said he and his campaign speeches: "I know why many before me first got it and then failed: before you, they are public servants but when elected turn masters of

the people. I'd rather fail and fall now than fool you if only to get what I want. If only (thus) like a factory product I can be laboratory tested, the result is what I actually say." Then, would add: "It's but too bad, mine now is first desiring instead of deserving because under the process, I have no choice. I hope thus you'll try me because you'll never regret."

Pepe's both in and out are the same, his boyhood cronies said. And easy to reach; always where his friends are in need, they also said. Also man of ideas and progressive foresight who'll never leave undone what he has started many also observed.

If speech is silver, silence is golden, so the saying goes. He is the latter's type who seldom talks. His campaign thus are careful words and points carefully measured hence, as cool as a winter night. Not promise-making nor character assassinating because what's bad to him is bad to others, hence only explaining the cause and effect of both right and wrong vote. Without fist-hitting the air he would appeal: "The progress of the city or our country for that matter, depends on the kind of men of your choice. While choosing thus is hard because we have no eyes to see the real man behind their skin, in Quezon City, 14 years know-

ing Mayor Amoranto is long enough and too short for being good.. Our opponents' change-him thus, is too risky and to a T not know. What Amoranto is to you, so are we in the ticket."

From a poor family in Abra, his boyhood was in-between elementary and intermediate classes hard working with his parents, specially during school let out. His college education is out of his ambition and self-support out of whatever his hands can make and earn from hard labor. Married to a Bicolana from Gubat, Sorsogon, Paculdo has also the support of the Bicolanos.

Presently, he is his brother's (Nereo) manager of the NEPA-Q-Mart, one of the city's biggest markets where shoppers are assured of high quality goods either locally produced or imported from diapers to Italian silk, named brand shoes, Batangas beef and Kansas meat all of which are reasonably priced.

MISON, JR.

Reelectionist (for councilor) Rafael Mison, Jr., is really a man with a misson. The NP's *bombero*, his cronies call him *costable*. In the ticket he has the toughest mouth when right and the meekest if wrong. His Filipino accent is better than his native dialect — Bicol. From Camalig, Albay; brought up in Naga City, he is a lawyer by profession. Started as a QC police-

man, he was once a QC assistant city fiscal before he was elected councilor in 1963.

Mison's records as councilor, deserve his reelection bid. His are what the city needs and why he should be reelected. He was second highest vote in 1963.

PAREDES

Paredes or Eddie, is as humble as his ring but as fierce as a lion whenever the lot of the city employees and city welfare are concerned. Topnotcher in 1963, he may again be this time.

From Arellano University, he is an Ilocano. Once the private secretary of Mayor Amoranto, his in office is as clean as rain water. And a public service as devoted as a devout catholic. His first place in 1963 was precisely the people's prize for it.

BERMUDEZ

From a policeman, chief of barrio government (Mayor's Office), Councilor Saturnino "Ninoy" Bermudez is as Eddie and Mison in the city council in achievements but cool in all his way there.

A lawyer by profession, his hard fight for it gave him an insight into the city's poor like the mayor that's why "I am still in the fight," he said.

LUCASAN

From the Philippines' sugar-

landia (Negros) in the south, Councilor Romulo "Muling" Lucasan is the silent type of a man but is a fighter with effective tact. A veteran councilor since the late Pres. Magsaysay time, he is as harmless as an earthworm.

San Francico district's political kingpin, he is still its king. A businessman by profession, his business is almost neglected because of the people he vowed to serve. His reelection bid is as strong as the typhoon Welming that hits us recently. But never as destructive.

CUSTODIO

A restaurateur, Cirilo Custodio is friend of the poor as well as the rich. A newcomer, his chance is big — in fact very big. He is the man to try and can be relied on. His campaign speeches speak well of his purpose in running for councilor.

CALUAG

Retired Judge Hermogenes Caluag is one of those the people will judge. A regular guy even when still in on the bench, and as small as the smallest man, his campaign words are as sincere as his court decisions. The oldest in the ticket, his platform of government is matured and possible. What he says are what he'll do. Rest assured.

The Mayoralty

It was a bright morning. Despite the till-after-midnight new year's eve merrymaking, the crowd was big. The place: Arboral Bernardo Park by the bank of the Rio Encantado river at the back of the city hall. The date: January 1, 1964.

The platform was filled with visitors. Some were foreign dignitaries. The crowd was big. On the nearby treetops, the *mayas* were singing. All of a sudden, a big applause split the silence. It came perhaps before the Emcee's voice hit the first leaf of the nearest tree and right after his last words: "... ladies and gentlemen, the oath-taking."

A man gently rose up from his seat in the middle of the front row. He was handsome in his charcoal-grey suit, white shirt and black tie. The late Senator Amang Rodriguez followed him before the microphones. Face to face, both raised their right hands. Flashbulbs popped. Started he: "I NORBERTO S. AMORANTO..." and ended: "So help me God."

Again, the big crowd explod-

ed. Started thus his second term. Came his inaugural address in simple but sincere words. Somewhere in his speech was sincerely: "As in the past, in the next four years, your support will be my co-pilot. Your help is what will make our city great and the city you want. On all you want, I will always be all the best I can." Indeed he was, and until now that the campaign season is already burning like a forest fire.

Indeed, the city got many. And pretty big ones: the multi-million-peso new city hall, the just recently inaugurated 250-bed Quezon City General Hospital, the QC Oval in Roces Avenue now one of the country's biggest and one of the city's places of interests to mention only a few. Luck permitting, next year, the city hall homeless employees will finally own their house and lot. Like his election now in the bag, its sounds oh yeah, but let's wait and see.

Financial Health. The city's financial health is far from getting down at the end of the tether. Amoranto's attraction policy keeps attracting more and more business, commerce and industry in. Intensified tax collection keeps getting more and more results and campaign for more goes on and on.

In fact, as of last May only, the city's income was already more or less P28-million from only P2-million more or less in 1954 (when Amoranto took over) and v. P26-million December last year. At the rate, the city's growth is as steady as a well-nourished child and lives on a well balanced budget. No. 1 raker is still real property tax also still soaring up, up and up as also business and industry keep daily filling the city's wide open spaces.

On the Anvil. While his opponents go on exchanging fires and round-the-clock bombing his camp, Mayor N. S. Amoranto (NSA) is daily working and homeworking on the city anvil. He works like politics is still on the other side of the globe or as if November 14 is never coming.

Also while his opponents are daily hoeing for campaign issues and nightly fist-hitting the air and nearly breaking their throats, NSA keeps his regular home-visiting the rural folks so he would know what they need and so he could do what he can. What he has been—and is—doing more in the needy places than in the millionaires rows and villages are like hard and accurate body-punching his enemies out of the fight.

Troubles. But, NSA also has

troubles; No. 1, is of course, how to help the squatters now being ejected by the national government from the national park. He has long been what he can for them including several appeals for help since Macapagal time. Of course, the LP and CLGG, may not admit it specially now.

In fact, in 1964, he was nearly misunderstood by his co-party-men. Before introducing then guest speaker Pres. Macapagal on the occasion of the city's silver anniversary, he said: "Mr. President, yoonder (pointing at the squatters visible at the grandstand before the Quezon Memorial) are the squatters if you but mind to look at. They need help who are poor not their fault. In forget the Filipino virtue: *kikilalaning utang na loob sa iyo, kasama na ako.*"

Another, is also the city abattoir. If the loan sharks in the city hall are every payday bleeding their victims' pockets, the city is also losing several thousand pesos yearly from the inevitable free-flow of hotmeat. But, next year it will be one of his big projects.

Salad Days. His campaign this time is as his first two: high-level. While thus his opponents are nightly shouting sky-high unpleasant issues against him, he takes them gentlemanly be-

cause, that's always the case of those in their political salad days, he said.

And, while they are also nightly till voice is hoarse before their captive crowd and their barkers roll around the city barking like

mad, his is as usual, the deadly style, that burried his opponents alive in his two landslides. His as-though-nothing-is happening was what made the city's first two elections very peaceful and descent.

KAMUNING AND ITS NAME

Name of a proud district (in QC), KAMUNING is a tree once many there and title of a kundiman composed by the late Prof. Santiago Suarez, a Filipino music composer. The song was as popular as the tree before.

The district was first Barrio Obrero envisioned by the late Pres. Manuel L. Quezon as the workingman's paradise. Once a dark forest of mostly Kamuning trees and its flowers bit bigger but as white as the Sampaguita what were once footpaths are now wide roads; what were once the peaceful abodes of wildlife are now beautiful homes of a peaceful residents.

Of course, it's still a forest — of TV antennae sprouting from rooftops. If Quezon thus were alive today, he would no longer recognize the barrio of his dream but at least he could tell us if Kamuning was after the kundiman or the tree.

Living pioneers however, are mostly it was after the kundiman titled after the trees and flowers. And still remember, the late president insinuated it after the song was sang by a beautiful Filipina at a party in his house there and in one of his frequent visits to see the progress of his project. Soon afterwards, he became fond of both the song and the girl — they said — whose beauty is still fresh in their memory but not the name they did never know.

Historically however, what Baler is to the late Quezon so is Kamuning to the city after him. And if Balintawak is proud of August 26, 1896, Kamuning is also of October 12, 1939 — the date of the city was born there. To the living pioneers however, it's still the trees, and its flowers, the footpaths and wildlife and of course the song they still sing or him.

Under his administration the quality of the people has greatly improved; the city has greatly changed.

AMORANTO

Both Sides Of The Coin

A Quezon City (QC) high school teacher conducting her history class one day asked a boy student: "What's the capital of the Philippines?"

"Manila, mam" was his answer.

"What?"

"Manila, mam," he repeated.

"Who is the mayor?" the teacher teasingly asked.

"Amoranto, mam," the boy seriously snapped.

"Who?"

"Amoranto," he insisted.

When corrected, QC not Manila is the capital of the Philippines, the boy shot back: "Since when, mam?" Knowing not July 17, 1948 (the exact date), the teacher evasively answered: "Several years ago."

What the boy let off his breast are what most of his generation in QC can't avoid in an im-

promptu like it. For, more than just the man behind their free high schooling, Amoranto, is also behind what their city is fittingly now; still doggedly fitting it more fitted for all tomorrow. Manila had (from June 24, 1571 to July 17, 1948) really been the capital of the Philippines.

Mayor Norberto Salandanan Amoranto (NSA) — the boy's hero and our *cover* — was (last January 11) already 13 years mayor of the big city. Never once involved in nor linked with even only a slight case of graft and corruption, his is thus, a public record and reputation, clean and as honest as the day. He has never changed: still humble, sincere, loyal and grateful friend; still poor despite the incessant knocks of opportunity at his door he all turned down.

By December 31st, his 2nd term (after more than 5 yrs. appointive) will expire at — but his 3rd will highly begin — after the stroke of 12 o'clock midnight; exactly but 11 days short of 14 years.

Besides free high school

education (the city spends exactly P150.13 per head per year), under his administration, the quality of the people has greatly improved; the city has greatly changed: from a wild world of dark forests, rolling hills, verdant greens and golden grains ready for harvest to one of the country's thriving metropolis with every sign of a progressive city going great. By its glitters, its destiny is already visible to the naked-eye.

Unknown. Of the five before him (Quezon, Morato, Bernardo, Roxas and Diaz), he was least known, yet it was he who gave the big city a big and sudden leap forward; the most politically inexperienced yet easily won his first two big political battles — still politically as hard as iron to crush even his adversaries would tacitly admit.

In Trouble. When he came — fittingly one the city needed: a lawyer and master of laws in taxation — the city was in trouble: politically handcuffed and financially starving — practically a giant (64-sq.mi. or 5.3 bigger than Manila) with an empty stomach.

The mayor's term was at the pleasure of the president. So were the councilors'. Under the ingenuous political anomaly, they were inevitably more committed

to the incumbent political power hence, the city suffered what it must instead of getting what it wants.

Will not Regret. On his first day in office and at the fork of loyalty to the palace and the city welfare to the well-wishers, hangers-on and villains around he said: "Help me help you and you'll never regret." To the city hall officials and employees: "You are the administration's dignity and the city's destiny."

Of all the problems before him, how to fatten the city income was No. 1. First he did was exactly first needed: intensified — not increased — tax collection and campaign. Next, he worked and homeworked on attractive business and industrial policies that indeed attracted them in first slowly, then fast. The city income gradually doubled, then fastly trebled, now more than sixfold and soaring up. Business boom — most specially real estate and construction — followed; job opportunities opened up. Early in 1965, he had the City Tax Code liberally and fittingly revised.

Nearly Last. One day was nearly his last a friend of his once recalled. Misunderstood in the middle of a huddle with the late Pres. Ramon del F. Magsaysay, the president reportedly

blew his top. Unscared, NSA shot his point back as high abacking the president. When he came to again Magsaysay saw his point. Said he: "That's the man I like." NSA left the palace bigger than when he came.

Shortly afterwards however, Magsaysay — and those with him except one, Nestor Mata of the Philippines Herald — died in an airplane crash (in Manunggal Mt., Cebu, March 17, 1957). The crash, crash-landed him into the hands of the new president: Carlos P. Garcia.

Reason not Luck. The tragic incident was tragic to all presidential appointees. Like all others, NSA must file his courtesy resignation. He did — before told to. Aspirants swarmed the palace.

Courtesy resignation is a political tradition that only luck determines its fate. To Amoranto, however, it was reason. Aware of his soon-coming political fight, and Amoranto's already big to take-for-granted political following, Garcia left the mayor's resignation unacted; the aspirants everyday aspiring; conveniently so to keep them all for him come election time but certainly so he would also see who's really who for mayor.

A genuine NP and party-rules-abiding partyman, NSA was

rain-or-shine Garcia in the (1957) presidential campaign and fight. Aware perhaps of their yet political nothingness, the villains were hardly around, if ever. The reasons are many but the first two were closely: 1) why expose their yet political pigmy-size, and 2) to effectively effect the change-Amoranto, Garcia must win all over except in QC. Father of the defeat, Amoranto will voluntarily step out. But, Garcia won; in QC, as NSA promised: by a landslide. Garcia thus saw clearly it was NSA, despite the adversities.

Refused to Die. But the landslide did not humble them like a lamb nor shut their mouths like lips sewed. Some went on insisting for the change. Garcia was however, wisely in at one ear, out at the other. It was early in 1958 and when congress was busy on the Omnibus bill (RA 2259) granting cities political freedom. Finally passed, (June 12, 1959) the president signed it into law granting thus the city its first election on the second Tuesday of November of the same year.

Again, instead of getting piped down, the new law gave them a new idea of a new cake to bake: if Amoranto stays, not the official candidate. An open palace support in the convention

can topple him down. They went for it but Garcia was as silent as a rock. On the final day thus not a single challenger showed up. NSA was unchallenged; so was he in 1963.

His First. In the big fight — his first in life in 1959 — NSA fought an unprecedented number of no less than 20 mayoral candidates all agreed: any of them except Amoranto. Some were NP rebels up to break his party votes; some independents; some under the party of their own invention — all hoping to win and mostly hoping for a miracle.

In the general campaign thus, all were mostly mud and almost mad against their lone target (Amoranto). He did not hit back but his face inevitably clouded and remained cloudy through out his cool and brutally frank campaign. But, the voters did. On the final day it was finally: the man who first deserved before he desired — Amoranto by a landslide.

Not Me. Unfortunately however, except one (Dr. Anastacio Yabut), all his for councilor lost to an independent (Atty. Jose Narcelles) and six eggheads (Vidal Tan, V. Diamonon, Pedro Tuazon, Carlos Albert, Proceso Sebastian, and Conrado Benitez) all of the newly invented Citi-

zens League for Good Government (CLGG) putting thus the city council under CLGG control.

The interested were amused. Under the revised City Charter, the mayor has no veto power; if unbending thus can be systematically and appropriately forced. What they perhaps forgot — or failed to see — was the mayor's sharper than the veto power to approve and disapprove administratively important appropriations and zoning ordinances. Aware of it, he said: "Not me."

When the new administration opened thus for business, NSA was prepared: to soothe their self-esteem and flatter them with beautiful flatteries. It worked. But, by about the middle of the term, the climate suddenly changed. The CLGG plot to capture the city hall was prematurely hatched. NSA got wind of it and sensed their first step: to systematically empty his political sail of wind. Worse, his bosom friend, NP Vice Mayor Vicente Novales soon joined them as a fellow-traveller leaving thus lone NP Councilor Anastacio Yabut unavoidably waltzing out of time on the floor of the city council.

The city welfare will be in the middle of the crossfire, was NSA's first concern. Perturbed — who won't be? — he has no choice but to face the new music.

He did—skillfully. In the struggle, he kept his original soothe-and-flatter; gave way to some fair exchanges but his approval-disapproval power was always at fullcock in case of any concession extortion attempt.

Pearls not Grains. In the 1963 mayoral election thus, the CLGG put up its go-get-Amoranto candidate — Carlos Albert. And complete ticket for councilor. The Liberal Party (LP) had turncoat former NP vice mayor, Vicente Novales. Atty. Jose Narcelles was as he was for councilor in 1957 — independent for mayor.

The CLGG campaign planners and strategists were solid: the party is still sexy; like history, its 1959 legendary victory will repeat itself; the city's more or less 85% highly literate voters will vote for its glitters; and, the rest can be hooked with psychological promises.

The appraisal was counting the chicks before the eggs are hatched. Highly literate as they were — and are — the voters were mostly: like its first six, its presesnt candidates are too big for the small man; with its complete ticket it's now up for control not check and balance that



QC'S FIRST MR. & MRS.: MANG BERTING & ALING CITANG.
Just outing from the bud when they first met.

it must be like in USA. And suspected: because of its plot, their 3 years behind have been in the yard plotting while Amoranto was busy in the kitchen. What happened thus was: to the voters, they were finally as pearls not corn grains before the chickens.

Got Shot Instead. Knowing not the people are aware of what they were up for, they were spellbindingly change-Amoranto because he is slow. And, also tolerant. Despite the ban, carabaos still gad about the city; mosquitoes are unmolested. So are the flies.

But Amoranto has the naked truth. Said he: "The ban is true and good but sundrying the cattles like anchovies is terrible. I am not afraid of massacre killing the insects. Only, I can't use my office as shed and water as substitute for insecticides. The CLGG-controlled city council has been ominously hear-see-say nothing to my request for fund for the construction of a cattleshed and with which to buy the needed insecticides." To their slow administrator: "Like baking even only a simple cake, building a city is not all at a time;" to their promises: "How about a list and corresponding bond for each for the city to confiscate at the end of the term if

unfulfilled and I withdraw?"

The campaign was not mostly high-level. The *Citizen* was mostly and lamentably below the belt for the CLGG. A tabloid of wide city readership, but fittingly died immediately after the election, it was fullcircle and at times blown-out-of-proportion anti-Amoranto.

Novales' don't vote-Amoranto was "vote young ones." And desperately Amoranto is old and weak, (he was only 54 that time). Where a credulous crowd was, a surreptitious: "Amoranto administration is corrupt."

But Amoranto was simply: "Vic is still a boy." To the old and weak: "I hope it's not a young v. old 4-round loser withdraw they want;" to the corrupt administration: "mouth-blowing into the mortar." Repenting at the point of already no-return, Narcelles repeatedly repented: "If you don't want me, vote Amoranto."

Finally however they who first fire and fired most got shot instead. Again, it was wow! Amoranto. And, his six councilors: Eddie Paredes, Rafael Misson, Jr., Saturnino Bermudez, Romulo Lucasan, Luisa Orendain and Florentino "Tino" Lapus. The LP: zero (again) with Vic Novales poor second; Albert, poor third — *nakitam?*; Narcel-

les — *amen*.

New Mood. Amoranto's and his six councilors' victory brought the city blood pressure down; the residents jubilant. Civic, business, industrial and other groups pledged their support to Amoranto group by group. Amoranto pledged back: "All I can on all you want."

In the new mood was a clear new morrow. Indeed, in the 1964 (first year of his second term), NSA launched his biggest city beautification campaign specially the Quezon Memorial in Dili-man. The respond was surprisingly terrific. The city's Silver Anniversary (October 12, 1964) was unprecedentedly the biggest occasion the city ever had thus far. Despite some inevitable political family spats, the city's big projects went through.

Childhood. From the since Spanishtime a n d industrious town of Biñan, — more or less 35 mi. south of QC — bordered by the legend-rich Laguna lake on one side, NSA's boyhood is a tale of more work and less play sometimes by the lakeshore. And, struggle for education. It was perhaps the experience in both that gave him the insight into the city's poor and free high school education. And, also why he has never changed. He is

thus the man of the city's masses he is always proud to be always with and always has time.

Son of the late Mang Lucio Amoranto—a farmer of his own farm and the late Aling Rufina Salandanan — meat and dry-goods vendor in the town's public market — he was all what a good son to his parents who were also all the they can for him. Unspoiled and religious, he was humble but not one day a crony of his once recalled because "even a Buddha gets angry if slapped in the face often enough." With his back against the wall, he fought a market bully like a bull and knocked him out with but one hard straight to the nose that bled. Good Mang Lucio however, gave him an interpretative lash: reasons not fists when settling trouble. By the way, boxing was his favorite sport while a kid; in fact used to be his barrio bet during moonlit fistianas.

His elementary and intermediate education were both from his hometown's public schools; from first to fourth year in the Laguna high. In the classroom, he was no budding genius but in character in conduct always high.

Career. His career was from bottom fast up; first a messenger in the defunct executive bureau, then clerk in the Bureau

of Internal Revenue to various capacities till senior examiner when he resigned in 1952 to engage in the private practice of law. His practice was mostly tax cases that pushed him up to one of the country's top tax consultants.

Amoranto, had no dream nor ambition for mayor, not even for councilor of the city before his appointment. Nor aspired for it because he was politically inexperienced. He was thus surprised when informed of his appointment as vice mayor and concurrently mayor. And, won't believe till finally sworn in.

A-La Loma (QC) resident for but sometime before he was appointed, his in politics was only but the risky job of underground working for his candidate-friends every election year to avoid electioneering. To him thus, the political appointment was too big if a prize for his very small he did in politics hence, he calls his "luck." But whatever it was or is — Quezon City did not regret nor is regretting.

As Mayor. To many, he is more and simply Berting than mayor. As mayor, he is more of a gentleman than a politician. Politics is not his major business, even during election season. The city welfare is always above it. His administration is highly non-

partisan. One day he hired a Liberal to a vacancy. One of his aids protested. Answered he. "We are not here to starve the LPs." That is his polity, and why many would say: "Here in Quezon City, our party is "Amoranto Party."

His office is open throughout his stay. And without a private room. Everybody is welcome and always has time even for the beggars.

Private Life. If Burma's Premier U Nu's softdrink at 12 was already liqueur, and at 90 English Prime Minister Winston Churchill was still a captive of Cognac Brandy, at now 59, Amoranto's is still true orange. A vegetarian, his vegetables comes from his own vegetable farm. His favorite dish is: *sinampalukang kandule* from his unforgettable Laguna lake.

Very rarely dressed-to-kill because it scares the small man, he is mostly in polo shirts. Comfortable in informal than in formal parties, he is the rural folks' favorite guest and foreverly honored by his like at-home presence. His burly size handsomely fits his almost 6 ft. height.

Aling Citang. Berting's comely *Cit* (his wife) is the former Asisola Lim (Aling Citang to mostly) visibly *mestiza* from Sta. Cruz, Laguna. They have

two handsome boys and two charming girls: Norberto, Jr., Wilhelmina (now Mrs. Stephen Sarino), Rebecca, (just arrived from far off Spain where she took a course in Spanish) and Lucio (Lusito), a commerce student. Aling Citang is a teacher and head of her own school: Emilio Jacinto High.

Berting first met Citang while 1st-year high enrolling in the Laguna Provincial high. Both were but just outing from the bud. After that, daily in the class and almost the same frequency during school let-out. In 1936, they finally exchanged "I dos."

Mrs. Amoranto, is her husband's political right-hand if not more than one-half of his political career. So are her children; all gregarious as their father.

They are their father's natural political posters and mirror of other politicians' children.

Put simply, humble Amoranto, is "an imposing figure of a man," once wrote Jun Rodriguez of Caltex. "His, is the rare image of tradition and the old school, conspiring with an innate humility, a *noblesse oblige* one would naturally expect from a man who was born of the masses.

Years from now, when the chronicles of the city are written, the stamp may be put on Amoranto. More than being a public servant, however, more than being the pillar of the city, more than being the man who won all his political battles, perhaps the stamp by which he would later be known is: "Amoranto, gentleman of the city."-- Santos "*Sugar*" Salcedo.

COMPLEMENTS OF:

MARJO RESTAURANT

&

CATERER

729 E. de los Santos Ave.
Q. C.

MRS. MODESTA B. GARCIA
Proprietor

COMPLEMENTS OF:

AGAPITA TRADING

50 Malindang St.
La Loma, Q. C.

THE BIG CITY

most all well ventilated. Or report to work in a manufacturing plant, or one of the numerous campuses where some of the best colleges and universities of the country have taken permanent residence.

The story of Quezon City began with a dream of a great Filipino. It is a story of men of vision whose foresight and wise judgment have carved a modern metropolis out of a thick forest and extensive woodland. It is also a tale of simple folks and their struggle for a place they could call their own; a story of ceaseless labor coupled with a dogged determination to succeed.

Quezon City had a humble beginning. Originally, it was planned as a modest community for the workingman to relieve Manila from bursting on its seams. And even today, in its enviable stature as the capital of our republic, it still retains the uncomplicated atmosphere of country living.

The forset had long gone. No more does a Quezon City resident wake up to the lilting tune of a wild bird. The bulldozers came and went. And the legion of men who cleared the woodlands have long burried their tools. Today, men of Quezon City rise up with the clock to catch their ride to an office, some air-conditioned, al-

The farmlands dotting the city's open countryside are fast disappearing. What were once covered with golden grains ready for harvest now resound with thousands upon thousands of happy voices in homes of varied designs from low-cost government-owned housing projects to sleek chatels and palatial homes. A large percentage of the homes in housing projects are fully paid and were remodelled to suit the owner's taste and pocket-book.

Some of the farmlots gave way to impressive buildings of commerce and industry. Institutions of learning have sprouted out of virgin lands. And vehicles of various sizes and shapes have edged out the indefatigable carabao.

All these changes were wrought in a short span of twenty light years and a few months. Today, Quezon City has a sprawling area of 64 sq. mi. of mostly rolling plains of verdant green. It is a city of contrast; of plush suburbia and relocated squatters, of whinning industrial plants and silent open spaces,

where famous citizens mingle with the common and unconscious of social differences.

Within the big city are five resorts, five golf links, four mini golfs, 13 churches, 22 hospitals, four first-class shopping centers plus a motely of nightclubs relatively tamed compared to night spots of neighboring cities.

Most of its population of more or less 900,000 are Catholics. There are not less than 170,000 voters.

It is significant to note that there is but one first class hotel in Quezon City although houses for rent abound. In a determined effort to keep the city clean and peaceful the city administration clamps down on motels, gambling dens, unruly bars and houses of ill-repute as fast as these breeding places of trouble open their doors.

For political expediency, the big city is divided into 12 districts, namely: Cubao, San Francisco del Monte, Diliman, Kamuning, La Loma, Balintawak, Novaliches, Murphy, New Manila, Sta. Mesa Heights, Galas and Quirino Districts. Except Cubao and parts of Balintawak and Novaliches, the others are residential districts.

The city is connected to Manila by four main thoroughfares; broad Magsaysay Boulevard to

the west, España which breaks into E. Rodriguez Boulevard and Quezon Boulevard at center and A. Bonifacio Avenue to the East.

A visitor driving along Magsaysay Boulevard cannot help but notice the breath-taking panoramic view of Quezon City. The wide open spaces of the big city at once unfolds before his eyes with no tall buildings to mar his view. No bumper-to-bumper traffic jams here which frays nerves and raises blood pressure.

On the right immediately after the Quezon City marker is swanky Sta. Mesa Market with guarded parking spaces and well-stocked stalls. Shoppers at Sta. Mesa Market are assured of high quality goods either locally produced or imported: from diapers to Italian silk, named brand shoes and stereo sets, Kansas meat and Batangas beef, all these, are reasonably priced.

In front of Sta. Mesa Market is a subdivision for the higher income bracket. Already, fitfully painted rambling bungalows and two-storey mansions present a burbua living.

The broad boulevard cuts through a portion of San Juan, Rizal and assumes another name, Aurora Boulevard where it once again join the boundary of the

big city. It leads to New Manila, passing through some exclusive private schools and a well-known hospital.

Once called the "Millionaires' row" New Manila is home of the wealthy. Their palatial mansions are strung along shaded Gilmore Avenue and Broadway Street.

Aurora Boulevard meets Epifanio de los Santos Avenue and España Extension at the Cubao Rotunda, the commercial center of Quezon City. Centrally located and easily accessible to transportation, Cubao Rotunda throbs with shoppers lured by rock-bottom price tags on high quality goods and easy parking.

A few years ago, the Cubao was a veritable forest of towering wireless transmitters which were toppled down to give way for the construction of the Arapeta Coliseum, the world's biggest domed arena. Immediately thereafter, nationally known department stores branched up there. These were followed by first-class restaurants and pharmaceutical firms.

Today, even the most fastidious gourmet can have his fill in one of the plushy restaurants in Cubao while a wide assortment of goods from safety pins to the latest in home appliances makes shopping profitably rewarding.

The city's main street, Epifanio de los Santos Avenue is lined up in both sides with gleaming offices and factories. The sounds of construction goes on unabated. It extends to some parts of Balintawak and Novaliches where the prices of land are still relatively cheaper than elsewhere. But perhaps, the greatest attraction is the guarantee by the city government of a fair return for investments in commerce and industry.

After Cubao, to the right of Aurora Boulevard lies Murphy district. Adjacent to Fort Aguinaldo, Headquarters of our Armed Forces, most of Murphy residents are army personnel.

Further down along Aurora Boulevard is Quirino District made up of Projects 2, 3 and 4. Constructed during the administration of the late President Elpidio Quirino, most of the houses here are still in the original uniformed designs. Quirino residents are largely government employees.

Aurora Boulevard finally winds up in Diliman District, permanent home of the state university. Its campus resembles an independent city within a city. It has its own chapels, a theatre, barber shops, eateries, dormitories, recreation halls and security guards. The roster of alum-

ni of the University of the Philippines reads like Who's Who in the Philippines.

Exclusive private schools like the Ateneo University and Maryknoll Colleges are also in Diliman. These famous schools have brought the fierce light of knowledge into what was once a dark forest where the district got its name. All told, there are 25 private colleges and universities and more or less 200 public school buildings in Quezon City. It is not surprising that Quezon City has the distinction of having the highest litericary rate. Not to mention the fact that it counts among its residents, the educated elite of the country.

A visitor from Manila may take the center road, España, to Quezon City. A few meters from the Quezon City boundary, España forks into E. Rodriguez Blvd. to the right and Quezon Boulevard to the left. At the España Rotunda stands a welcome marker with bold straight lines visible from afar. It is the city's welcome "mat" to a life of peace and quiet. Peace and order in the city is due to its well-trained and highly efficient police force. Residents of the big city sleep with windows open and roam city streets any time of the night without fear of loss of life and limbs.

To the right of España is Galas District. Due to its proximity to the old city, Galas is as crowded as Manila's districts in direct contrast to the spacious living in Q. C.

E. Rodriguez Blvd. runs through New Manila, touches Kamuning district and ends up in Cubao. Kamuning is the birthplace of the big city. This was the forest envisioned by the late President Quezon as the workingman's paradise. Originally named Barrio Obrero, it was later called Kamuning because of the abundance of Kamuning trees found there.

Gone are the Kamuning trees and its flower as white as Sampaguita, the Philippines' national flower. If Quezon were alive today, he would not recognize the Barrio Obrero of his dream. The pioneer residents of Kamuning have progressed with the time; the uni-planned low-cost houses were rebuilt into comfortable homes to the limits set by city ordinances. Despite the modest beginnings, Kamuning is intensely proud of its important role in the birth of our capital city. Kamuning is still a forest today. It is a forest of TV antennae sprouting from roof-tops of a proud people.

Along E. Rodriguez Blvd. are three hospitals including the

famed Quezon Institute exclusively for TB patients and equally famous St. Lukes Hospital. Ysmael Steel, a huge manufacturing concern which turns out bantam cars and home appliances, two schools, a seminary and a factory of electronic products.

The stretch of Quezon Boulevard from the España Rotunda to Don A. Roces Avenue is getting to be known as "printers' row" where quality printing presses like the Capitol Publishing House and the JMC Press, Inc., and many others serve the printing needs of the big city and its neighbors. To the left of this wide boulevard is Sta. Mesa Heights, home of the upper and middle class mostly of professionals and businessmen.

Right after Sta. Mesa Heights lies San Francisco del Monte, also a residential district although some sizable factories have cropped up in the area. Straight ahead, Quezon Boulevard hits the Quezon Memorial Monument. The monument houses a museum and a library.

Further ahead, this wide boulevard cuts through Diliman and finally settles over Capitol Hills in Novaliches District. Located at the northernmost part of the city, Novaliches is the chosen site for the national government. It is mostly virgin land yet, with

a sprinkling of factories built in accordance with zoning regulations. Already, a network of spacious roads lace through the district in anticipation of heavy traffic which the transfer of the national government will surely bring. Today, housing subdivisions in Novaliches offer tempting plans like "pay-like-rent" or "no-down-payment incentives. Before long, prices of land there will be at a premium.

Swinging back to the northeast lies Balintawak which is mostly residential like San Francisco del Monte. Balintawak gives the big city its historical significance. The district was once a forbidding forest seething with patriotic fervor of the *Katipuneros* in their epic struggle for freedom. In a spot now along Epifanio de los Santos Avenue, a few yards before the Quezon City marker, Andres Bonifacio and his band of brave men tore their *cedulas* as a sign of defiance over the tyrannical Spanish rule. The date was August 26, 1896. The event is now nationally celebrated as the First Cry of Balintawak — the cry that was heard all over Spain. On that consecrated spot now stands a bolo-wielding statue of the Great Plebian as constant reminder for us to them who gave their lives that we may breathe

the air of freedom.

Another marker of historical significance is the Tandang Sora Monument. Also in Balintawak, this statue serves as a lasting tribute to the only woman-member of the Katipunan. The third of these markers is in the form of three concrete firewoods heating a huge concrete pot indicating the place where once stood the house of Don Apolonio Samson. It was on this house where the Katipuneros signed with their own blood their plot to strike a blow for freedom. The three forewoods represent every "K" in the Katipunan flag, boiling the pot of independence.

Between Balintawak and Manila lies the quiet residential district of La Loma, where the incumbent Mayor Amoranto resides. City dwellers there are mostly businessmen and professionals. The highway which connects Novaliches to Manila is called Quirino Avenue up to Baesa and takes on the name A. Bonifacio, from there to Manila.

The big city is criss-crossed with more than 366.32 kilometers of first class and more than 71.13 kilometers of second class roads. Construction of roads goes on ceaselessly to keep pace with the march of progress. For its part, the city government has

embarked on a bold development program geared to hasten the further growth of the big city.

How The City Was Born

"T-I-M-B-E-R!" This shout echoed and re-echoed some nine kilometers northeast of Manila few years before the outbreak of the last World War. Appraised of the mission of their labor, the men cleared hectares upon hectares as rapidly as their hardened muscles could wield. With blueprints in hand and sweat on his brow no less than the President of the Philippine Commonwealth was supervising the progress of the work. By his side were two Americans, Harry T. Frost and A. D. Williams, architectural and public works advisers to the president respectively.

The President had a personal interest in the project. It was the realization of his dream of a peaceful community for the workingman. He planned to call it Barrio Obrero. The site being cleared was 1,572 hectares bought through the negotiations made by Don Alejandro Rocas at a nominal cost of P0.05 per square meter from the Diliman Estate.

While supervising the development of his dream barrio, the late President Manuel Luis Quezon noticed the vast virgin land

surrounding the site. The beautiful panorama must have fired his imagination as he envisioned a sprawling city extending as far as his eyes could see. Later, he called a meeting of his advisers and close associates which stamped a unanimous approval of his plans for a big city.

Obviously, Barrio Obrero no longer fit as a name for the expanded project. Some names were suggested. Balintawak was recommended as a lasting tribute for the historical "First Cry" that was heard all the way to Spain. In honor of the late President's wife, Aurora City was also mentioned. However, the name Quezon City was finally approved, perhaps, over the protest of the Chief Executive.

Assemblyman Francisco Sevilla of the first district of Rizal started the legislative ball-rolling towards the creation of the city. He drafted the bill which was finally passed by the National Assembly as Commonwealth Act No. 502. It was approved by President Quezon on October 12, 1939. On that day Quezon City was born. The rest is history.

Immediately after the approval of the act, President Quezon assumed the mayorship of the new city and appointed the following officials: public works director, Vicente Fragrante; vice

mayor and concurrently city engineer; A. D. Williams, secretary; presidential technical adviser on finance, Pio Pedrosa, city treasurer; Mayor Tomas Morato of Calauag, Quezon, chief of police; assistant provincial fiscal Perfecto Palacio, municipal judge; Modesto Ferrera, city auditor; Atty. Emilio Abello, city attorney and "Jake" Rosenthal, city assessor.

Named councilors were: health director Eusebio Aguilar and concurrently city health officer; MRR manager Jose Paez and Don Alejandro Rocas.

Benito Pangilinan, the schools superintendent of Rizal was appointed city schools superintendent.

A contingent of the Philippine Constabulary under the command of Lt. Alfonso Turillo was detailed to enforce law and order in the new city.

The area embodied in the Act was 7,355 hectares consisting of Cubao, San Francisco del Monte, Diliman and Kamuning with a population of 38,000. Sites for the University of the Philippines, Capitol, Congress of the Philippines, Supreme Court, a library of Congress, National Archives, Executive Mansion, national parks and playgrounds were provided for.

Other ranking officials ap-

pointed were: Atty. Oscar Castelo, assistant city attorney; Jose Talon, assistant treasurer; Engineer Florencio Moreno, projects engineer; Dr. Florencio Cruz, assistant city health officer; Dr. Leon Malubay, city health physician; Pacifico Albano, assistant city secretary; Hipolito Salvador, assistant city assessor and Francisco Quintos, bookkeeper in the treasurer's office.

On November 5, 1939 however, President Quezon relinquished the mayorship to the then Chief of Police Tomas Morato. Governor Sabino de Leon of Bataan took over Morato.

In the early part of 1940, Vicente Fragante, then vice Mayor, was replaced by Engineer Anacleto Diaz of Quezon. Dr. Faustino Aguilar was succeeded by assistant City Health Officer Florencio Cruz and Pio Pedrosa was relieved by Balbina Kabigting. Atty. Oscar Castelo took the place of Fiscal Emilio Abello who was appointed undersecretary of justice.

During the Japanese occupation, the big city was incorporated with Greater Manila by Executive Order No. 400 dated January 1, 1942. Under the new order, the mayors of Quezon City, San Juan, Mandaluyong, Parañaque, Caloocan City and Makati

were made assistants of the mayor of Greater Manila, Leon Guinto. Quezon City was then divided into Diliman and Del Monte districts with Florencio Cruz and Gregorio Felipe as district chiefs respectively.

Quezon City was brought back to its pre-war status in 1947 by virtue of Republic Act No. 54 authored by then Congressman Ignacio Santos-Diaz who also served as Quezon City mayor later. Ponciano Bernardo was appointed city mayor.

On July 17, 1948, Quezon City became the official capital of the Philippines by virtue of Republic Act No. 333. The choice was made by a committee created by the late President Manuel Acuña Roxas for the purpose. But because of his tragic death in Clark Airforce Base in Pampanga, the late President Elpidio Quirino finally signed the Act.

Immediately afterwards, the City Planning Commission was created to undertake the development of the new national capital. In the commission were: Juan M. Arellano, commissioner and in charge of the architectural division; Jose Paez, engineering division; Pio Joven, finance and coordination committee; Ponciano Bernardo, administration and public relations committee; Manuel Mañosa, committee

on health and sanitation; Salvador Araneta, law division and industrial relations and Cesar Cancio, executive secretary.

The following councilors were appointed by President Quirino: Ramon Vicencio, Claro Piña, Francisco P. Batacan, Jose P. Cruz, Delfin Garcia, Jesus V. Merrit and Ponciano Reyes.

When the late President Ramon Magsaysay assumed office in 1954, he named the following councilors: Anacleto Madrilejo, Nicanor Ramirez, Romulo Lucasan, Felipe Cabrera, Martin Manahan, Lucas Pascual, Benjamin Paguia and Reynaldo Ermita, Isidro Guevarra was appointed vice mayor succeeding Norberto S. Amoranto who was elevated to the mayorship.

Later, Benjamin Paguia and

Felipe Cabrera were replaced by Jesus Ponce and Gregorio Veluz respectively. Isabelo Crisostomo replaced Reynaldo Ermita in 1959.

Last congressional act about Quezon City was the Omnibus Bill passed and approved in 1959 making the positions of mayor, vice mayor and councilors elective.

Mayor Ponciano Bernardo was succeeded by Nicanor Roxas, then Ignacio Santos-Diaz and lastly by Norberto S. Amoranto who is also the first elective mayor of Quezon City. Last Jan. 11, Mayor Amoranto has been in office for 13 consecutive years. He is credited for having transformed Quezon City to a progressive, modern capital city that is today.

COMPLEMENTS OF:

R. M. TORRES
Enterprises

40 Abao St., La Loma, Q. C.

COMPLEMENTS OF:

V & A RESTAURANT

211 Bohol Ave., Q. C.

VICTOR MANZANO
Proprietor

MEN BEHIND

KA ETONG

Money and power change a man is true as there is an exception. Scion of a wealthy landowner in historic and now industrial Balintawak, former QC councilor, presently secretary to the mayor (since 1960), ANACLETO MADRILEJO, is it. And the real "little mayor." Amiable, he is amiably "Ka Etong" to everyone in the city hall.

Really has both (wealth and power), since birth, he is also since a kid more frequently and jolly with the "flies" than with his "classmates." Put simply, he is gregarious.

Civil status: married, handsome Ka Etong is now over 50; to the inquisitive "wow-wow" however, naughtily "I am presently 30" and would dreamy-look at her on the right places then would heave a sigh of relief at the end. Both flesh and spirit still strong, he also still has guts but well under control.

No longer himself in politics, his political "kingship" of his district hasn't faded — nor fading. Always busy in his office, he is busier signing "for" the mayor if not "by" from morn till afternoon. Formerly a drinker,

he drinks as if a jar is in his belly but never gets drunk. Now "retired" his, if ever, is but a drink - a - day - drives - the - doctor away.

In one line: he is a "jolly good fella."



HERNANDEZ

... spitfire

Ever heard of the supplies scandal before? The millions that the government lost were what the culprits made. It was unfortunate, but so what? to the fortunate culprits.

It was also too bad because we have the good Bureau of Supply. A national office, the bureau is the government's guard against unnecessary spending and wast-

age and minds not whatever is the cost if the needed items will serve well its purpose. The bureau's duty thus is economy.

In Quezon City, is the Supply and Property office under the city treasury. The office is one of the city's graft and corruption pockets — of course to those who are wicked. And, the evil can go on like fire without smoke.

Burly and fairly handsome LAUREANO "LARRY" HERNANDEZ, is its head or Supply and Property officer. A spitfire, he is an LL.B. from MLQ, but not a lawyer because his daily price-of-supplies reviewing eats up his bar review time. From Batangas, land of quality beef and *balisong* and small business entrepreneurs, he was the choice of Mayor N. S. Amoranto after the death of Hernando Castelo last year.

Father of two: Lilibeth, 9 and Lanfred, 3, his comely wife is the former Lolita Ilagan of Cavite where cattle rustling before was the law's problem. An army first lieutenant (reserved), he loves music specially the song: "Springtime in the Rockies."

A director of the Supply Officers Association of the Philippines, at the association's conference in Baguio last June 28 he proposed an admendment to

R.A. 2264 to dispensed with the certification of the BSC on prices already canvassed by the local committees on awards if to avoid red-tape and so to give the local government ample autonomy.

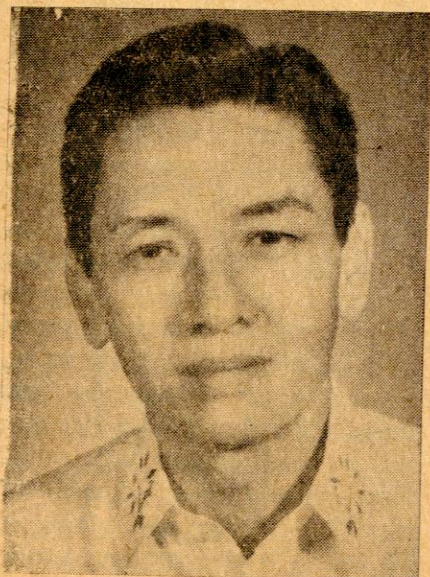
KIKO

Asked "age please?" after getting a shot of anti-el tor injection by a charming city health nurse, the No. 3 man of the city auditor's office answered: "above 18." The understanding nurse did not insist for the exact answer but shot her next question: "Civil status please?" Cornered like a perjurer in the witness stand, he answered: "Married." A-ha!

A father of many children — he also won't reveal how many of them, the man is FRANCISCO VALDEAVILLA (Kiko or Valdy to his friends). Short but stocky, he is the city auditor's office overseer and third guard of the city's wealth. Only an occasional liquor drinker, he likes music and favoritely La Paloma; not a good dancer but would dance with a taller "pardner" even if his corns are aching if the music is the "walang kama-tayang" La Comparsita in a nightclub. A petite "pardner" is not easy for his almost midget

height. His nightclubbing is also "once in a blue moon" because he can't afford frequently.

From Quezon province (formerly Tayabas), beauty is what makes his already 50 above 18 and his tolerably flat nose sniffs like a he-squirrel at the approaching female during their mating season. His haircut, shaven-high sides white as a concrete road leaves his hair on top like a middle island of a two-lane highway, matches his round face; when with stubbles however, he looks like a bankrupt Chinese businessman recuperating in a Chinese hospital.



REYES
License not gun

JULY

Someone up there at the mezzanine floor of the mayor's office is really someone — JULIO REYES. Named after the calendar's 7th month in Spanish; nicknamed "July" English of the same his family name is "Kings" also in English. In fact, he really rules over all the city employees but does not govern.

Soft-spoken, he talks to everybody in a voice like he does on the phone. Rosy-cheeked, he is always neatly in long sleeve — if not white, light pink — shirt and dark pants and black shoes. Almost 6 ft tall, his, is a type close to Europe's "playboy" and short-time son-in-law of dictator Rafael Trujillo, the late Porfirio "Ruby" Rubirosa.

In his staff are mostly and all charming ladies who can't charm a sometimes enraged new appointee whose appointment's approval by the civil service is delayed. Not his fault, but he is frequently misunderstood for it hence at times unnecessarily animadverted. He thus carry a license but not the gun.

His service record is from a clerk-messenger, then in various capacities to his present: chief of personnel. Son of a former QC councilor, he has no political ambition.

"Your employment is my job!"



-ESPINOSA

NACIONALISTA PARTY

OFFICIAL CANDIDATE FOR

SENATOR

EMILIO ESPINOSA, JR.

*Born in Cuyo, Palawan on Dec. 23, 1923.
Married to Ma. Fe Meliton of Naga City.*

*Children: Nanette and Ma. Carla
Son of 4-term Congressman Emilio Espinosa, Sr. of Masbate.*

*Valedictorian, Masbate High School
B. S. Litt., Ateneo de Manila
LL. B., University of the Philippines
President, U.P. Student Council*

*Medalist Orator-Debater, U.P. & Ateneo
Former Board Member and Two-term
Congressman, Masbate*

*Consistent Outstanding Congressman
Elected Vice Chairman — ILO Geneva
Conference, 1966.*

*Elected Chairman — 14-Nation Asian
Summit Labor Conference, 1966*

Secretary of Labor, 1966-1967

Practising Lawyer, Ex-Officio SSS Commissioner

Ex-Guerrilla officer

Sportsman: Golfer, (Cocker)

Licensed Private Pilot, Marine Pilot

Member — Lions International



- OUTSTANDING CONGRESSMAN
- DYNAMIC CABINET MEMBER
- FRIEND OF THE MASSES
- ONLY CANDIDATE FROM BICOL

VOTE STRAIGHT NACIONALISTA

**NP SENATE SLATE - ESPINOSA · BENITEZ · LAUREL
PELAEZ · PEREZ · ROY · TEVES · VELOSO**

Vote Straight NACIONALISTA

VOTE

THE MAN TO TRY AND
YOU'LL NEVER REGRET

- Certified Public Accountant
- Editor
- Columnist
- Radio Commentator
- Ilocano Married to a Bicolana



PACULDO

COUNCILOR Q. C.

REELECT
N. S. AMORANTO
Mayor

VOTE
MATHAY
Vice Mayor

For Councilor:

PACULDO
MISON
PAREDES
LAPUZ

BERMUDEZ
LUCASAN
CUSTODIO
CALUAG