

54th FOUNDATION DAY

PAGKAKAISA NG LUNGSOD QUEZON TUNGO SA PILIPINAS 2000

OCTOBER 3-12, 1993



Compliments of:

HONG NING RESTAURANTS

876-R Aurora Blvd. Cubao, Q.C.
931 Aurora Blvd. Cubao, Q.C.

Branches at:
Robinson's Galleria
Ali Mall, Cubao, Q.C.

Famous for its delicious Chinese cuisine at popular prices.

Coca-Cola Bottlers Philippines, Inc.

AUTHORIZED BOTTLER OF THE COCA-COLA COMPANY



Pasasalamat

Sa lahat ng mga tagapagtaguyod, tumangkilik at mga kaibigan na nakiisa, nakibahagi at tumulong sa pagsasakatuparan ng ganap na tagumpay ng '93 Q.C. Palarong Panlungsod sa Kabataan,

Maraming Salamat Po Sa Inyong Lahat

TANGGAPAN NG PAGPAPAUNLAD SA ISPORTS

54th

QC Foundation Day

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY

Quezon and the city of his dreams

By BERNARDITA REYES CHURCHILL, Ph.D.
Professor of History
University of the Philippines
Diliman, Quezon City

MANUEL L. QUEZON was many things to many people — demagogic politician at home and conservative statesman in Washington; democrat in speech and autocratic in behavior; nativistic and cosmopolitan; socialistic leaders of his day — a political virtouso, charismatic to the hilt and dramatic in the leadership of his people.

Claro M. Recto (1933) remembered him foundly for the personal qualities which made him grand: for "that dynamic and restless spiritual force which ... burst forth like a mountain stream... in hundreds of stormy and spectacular contests... (for) that moral courage to engage...in open combat with an adversary whatever... [and for] his nobility in forgetting offenses done him, and that chivalry with which he has been known to vanquish himself by publicly confessing his errors."

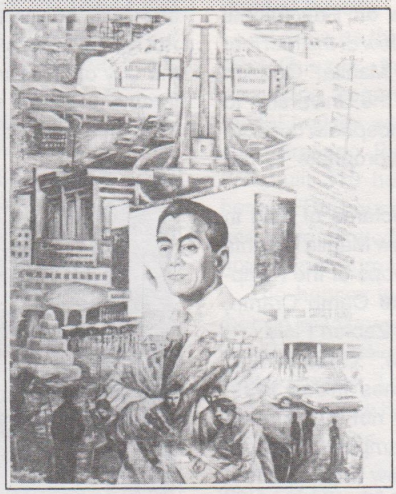
Quezon's political career was one of the longest and most successful in modern history. Few men in modern times had careers as recognized leaders of their people. Quezon was twenty-two years in the foremost electoral position his country offered — the crucial years in the movement for national independence.

There would be those who would quibble whether he succeeded, or even attempted, to revitalize his people and their national life, but no one would question that his major accomplishment was to act as "the focus of Philippine national pride." To a past generation of Filipinos, "He [was the man who] won our independence." In 1926, the classic statement of his nationalism, expressed as anti-imperialism, circulated around the world. He declared boldly: "I would prefer a government run like hell by Filipinos to one run like heaven by Americans, because no matter how bad, a Filipino Government... might be improved."

Quezon's primary concern as the first President of the Commonwealth experimenting with a transition period to self-rule prior to independence was to lay a secure foundation for a new era. He sought the formulation of policies to ensure the security and well-being of all Filipinos, as well as the adjustment of the national economy to face the challenges of the future.

He said: "If we are prepared to defend our country we are free from foreign molestation; if we are just to our people, we will be free from internal rebellion. That is the whole problem— the club in one hand and bread in the other." The policies he pursued, specifically with regard to social justice, education, and economics were expected to provide for domestic stability —" — a government that will be just, honest, efficient and strong... through the creation of a more equitable society."

A HISTORICAL OVERVIEW OF QUEZON CITY



'Lungsod na Pangarap' mural depicts MLQ and his dream city

Perhaps no other Commonwealth policy has received as much attention, curiousity, and lately, even criticism and re-evaluation, as Quezon's social justice program. I will dwell on this for Quezon's dream of a capital city was in line with his pursuit of this social justice program. The Constitution of 1935 mandated that "the promotion of social justice to ensure the well-being and economic security of all the people should be the concern of the state." In the light of the Sakdal Uprising, Quezon had to commit himself and his government to a platform that emphasized justice for the common man.

Quezon City started as a dream in the mind of Manuel Quezon — a dream of a "a working man's paradise" — a place where laborers and employees, the helpless, homeless and poor citizens of the country, could each own a house and a lot of their own. The place was to be provided with all the facilities for comfortable, pleasant living — streets, parks, playgrounds, markets, schools, hospitals, transportation, water and lighting facilities.

The translation of this dream and vision into reality started one day in July 1938 over breakfast at the residence of Alejandro Roces, Sr., then publisher of the powerful **Tribune-Vanguardia -Taliba (TVT)** chain of newspapers and one of Quezon's closest friends. Soliciting advice from his friend as to how best to translate the social justice program in Manila into a tangible reality, Roces suggested that the government buy a big tract of land not far from Manila. The land should then be subdivided into small lots to sell to the poor people at a price so low it would be within their reach. Assigned the task to look for an estate of about 1,000 hectares was Ramon, son of Alejandro Roces. Pending the negotiations for the purchase of the site chosen for the planned subdivision — the Diliman Estate of Dona Teresa Tuason — the People's Homesite Corporation was created as a subsidiary of the National Development Company, with Alejandro Roces appointed chairman of the board. Ramon Roces was appointed manager of the corporation with a token salary of P1 a year.

As Quezon explained later, "The homesite project is designed to provide the working men and permanent employees with homes at a reasonable cost and, also, to serve as a model residential and community center."

In its meeting of October 10, 1938, the board of directors of the People's Homesite Corporation approved a resolution to purchase "a tract of land consisting of 15,723 square meters (about 1,500 hectares of rolling hills) in the Diliman Estate from the Tuason family, at five centavos per square meter, for a grand total of P786,159.51. The following day, in a special board meeting of the National Development Company, P2 M were set aside to "finance the improvement of the site for the proposed model city in Diliman Estate, Rizal, near the site where the University of the Philippines will be located." In addition, 493 hectares were purchased as the site for the University. The transfer to Diliman of the State University had been under study since 1937 when it was recommended by two American advisers to the Committee on Educational Policy of the University of the Philippines in view of the fact that "there is no more University atmosphere in Manila." Quezon underscored the need to transfer the site of the University "to provide adequate educational plan in an atmosphere conductive to moral and scholastic standards appropriate to our highest public institution of learning."

The government likewise bought 50 hectares of land in 1938 to add to the large tract of land in the New Manila Heights area acquired for the General Services Troops of the Philippine Constabulary. This area later became Camp Crame, Camp Murphy (now Camp Aguinaldo), and Zablan Field.

Along with a "working man's paradise," Quezon also dreamed of a new capital city for the Philippines. In July 1939, Quezon, standing on a grassy promontory not far from the present-day Morato Avenue (then called Sampaloc Avenue) and awed by the incredibly breath-taking view (from 200 feet above sea level) exclaimed that he would build there a real Filipino metropolis — "a new city.. chartered to do all things necessary for the health, safety, and happiness of its inhabitants." It was a spot on what is now Constitution Hill, south of the Novaliches watershed overlooking what is now La Mesa Dam. There were three plateaus in the area, each one 300 feet above sea level, all three commanding of spectacular panorama of the surrounding scenery. On top of this, the area had a comparatively cool climate. To the east were the San Mateo Hills; to the west and northwest, Manila; and to the north, a verdant chain of hills pointing to Ipo Dam today. It was roughly only 14 kilometers from the Rizal Monument in Luneta.

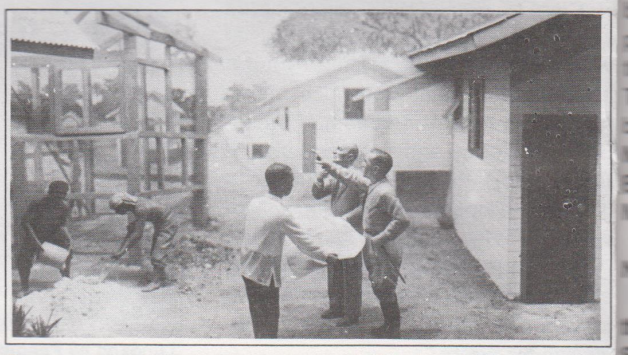
As Quezon told his closest friends:

"I dream of a capital city that, politically, shall be the seat of the national government; especially, the showplace of the nation — a place that thousands of people will come to visit as the epitome of the culture and spirit of the country; socially, a dignified concentration of human life, aspirations, endeavors and achievements; and economically, as a productive, self-contained community."

Actually, as early as October 1928, Juan M. Arellano, acting consulting architect of the Philippine government at the time, advocated the putting up of a government center at Marikina Heights and taking it away from the Luneta grounds (as suggested by Daniel H. Burnham). Arellano envisioned it to be a "government center of no less than 2,000 hectares," which, at that time was virgin land. It would be the home of Manila laborers as well as businessmen. "It will be connected with Manila by beautiful broad, boulevards, endowed with fine roads, ample system of formal parks, picnic grounds and sports grounds for tennis, football, baseball, swimming pools, golf courses, rowing courses, etc. It will naturally become the pleasure resort of the city inhabitant who seeks a weekend rest in the green depths of nature and infinite space."

The bill creating the new city was sponsored by Assemblyman Ramon P. Mitra (Second District, Mountain Province), the city to be named Balintawak City. In the course of the debates on the bill, Narciso Ramos (Fifth District, Pangasinan) father of President Fidel Ramos, and Eugenio Perez (Second District , Pangasinan), filed an amendment changing the name from Balintawak to Quezon City. In reaction, Quezon remarked: "Why don't you wait until I am dead before you name anything after me?" His protestations notwithstanding, Commonwealth Act No. 501 was signed into law on October 12, 1938, creating the City of Quezon — a mostly rolling land with rice paddies, forests and creeks.

Commonwealth Act No. 502, "An Act to Create Quezon City," specified the boundaries of the new city: included in its 7,355 hectares — one-third of which was owned by the government — were the following places : the barrios of Galas, La Loma, Santa Mesa Heights, San Jose, Balintawak and Caingin, all of which were Francisco del Monte, Kamuning, and what is now known as the Roxas Housing Project (or Project I), which were all taken from San Juan del Monte; the barrios of Jesus de la Pena, Lower Barranca, the UP site, Krus na Ligas, Balara and Varsity Hills, all taken from Marikina; the barrios of Ugong Norte and Santolan Libis, taken from Pasig; and the Wack-Wack Golf and Country Club area, which was taken from Mandaluyong. Also included in this were the 150 hectares of Camp Murphy and Camp Crame.



Construction of Barrio Obrero homes fulfilled social justice goals.

When he announced the creation of the new city on November 15,1939, Quezon spoke with much emotion. He said:

"Within a short time, you will see a new city built over the region occupied today by the barrio of Balara and the municipalities of Marikina, San Juan, Mandaluyong and Caloocan. It will be a model Philippine city with streets as big and as wide as the spacious avenues of the cities of Europe and America and the government will establish there modern communities where our laborers can live in a comfortable manner appropriate to their well-being."

Quezon wanted the capital city away from Manila but near enough to Manila (Manila, it was thought, would be an easy target for any invading force, since it was too open for any naval bombardment.) but large enough in area to permit the development of a future urban community.

"Physically, it was desired," said Pio Pedrosa, a close associate of Quezon, "that the nation's capital should be a beautiful, placid and sedate metropolis, criss-crossed by wide, tree-lined and sidewalk-bordered avenues and boulevards, where the public buildings and the residential areas would be interspersed between and inside public parks, and which would, as much as possible, be free of the noises and hurly-burly of commercial and industrial traffic."

Eight big estates were acquired in the forming of the new city: the Diliman Estate (15,732,187 square meters); Santa Mesa Estate (8,617,883 square meters); Mandaluyong Estate (7,813,601 square meters); Magdalena Estate (7,644,823 square meters); Piedad Estate (7,438,369 square meters); Maysilo Estate (2,667,269 square meters); and the San Francisco del Monte Estate (2,575,398 square meters).

President Quezon himself assumed the functions corresponding to the Mayor, from October 12 to November 4, 1939, but without the formal appointment of a mayor, as that would place the President under the unique situation of being under the Secretary of the Interior. On November 4, he appointed Tomas Morato, then acting Chief of Police in Quezon City, to be the Mayor. The first City Hall was located on the site of the Marikina Heights Hospital at the corner of what is now Aurora Boulevard and EDSA. Later it was transferred to the South Market Building, now on Alejandro Roces Avenue.

The first set of officials for the new city, confirmed on November 10, 1939, were, aside from Mayor Tomas Morato: Manuel Diaz, City Engineer; Perfector Palacio, Justice of the Peace; Jacob Rosenthal, City Assessor; Alejandro Roces, Sr., Member of the City Council; Jose Paez, Member of the City Council; Eusebio Aguilar, Member of the City Council; A.D. Williams, City Secretary; P.C. Icasiano, City Health Officer; Emilio Abello, City Attorney; Pio Pedrosa, City Treasurer; Ponciano A. Bernardo subsequently became Vice-Mayor and City Engineer for Mayor Morato.

The transfer of the University of the Philippines to Diliman began in earnest in 1939 and construction of the first three units of the first group of buildings began towards the end of 1939, namely the College of Liberal Arts, the College of Law and Business Administration, and the College of Pharmacy and School of Dentistry.

Work was also started on the Espana-Diliman portion of the Philippine National Highway, which was to be the principal avenue of the new city. The avenue, now Quezon Avenue, crossed the circumferential road (This is EDSA, earlier called Highway 54, and even before that, Junio 19, when Quezon viewed it on that particular day while it was being built. It was planned to have it planted with narra and mahogany trees at right angles in the heart and center of Quezon City, and was to lead to the future capitol site. This avenue was to connect the UP site with the Colgante Bridge — now more or less in the area where Quezon Bridge is located — and Espana Avenue.

Quezon worked hard to attract more people to buy lots in Quezon City. He called on the officials of the Agricultural and Industrial Bank, the directors of the People's Homesite Corporation and officials of Quezon City and discussed with them the establishment of water, electric lights, gas and sewer services in the new city, "to accelerate its development."

A master plan for Quezon's dream city was prepared by Harry T. Frost, architectural adviser of the Commonwealth Government, assisted by former Director of Public Works, Alpheus D. Williams, and the country's top architect, Juan Arellano. The Frost Master Plan called for an immense quadrangle in the very heart of the city from which would emanate, like the sun's rays, four avenues on the east, west, north and south, extending radiallly from the center of the city's perimeter. There would be right rotundas, the largest and most outstanding of which would be a 26-hectare elliptical center, now the Quezon Memorial Circle. The Frost Committee also drafted a zoning ordinance for the proper and orderly development of the city.

As soon as the plan was finished and approved by President Quezon, the areas around Sampaloc Avenue and Kamuning began construction of roads and houses. The model houses were constructed after the designs made by Juan Arellano. By 1940, the People's Homesite Corporation had built 310 houses, a laborer's hospital and 37 model homes. The houses were constructed in 100 square meter lots and were allotted to the different bureaus and offices at 21 houses per bureau or office.

The houses were raffled to the employees who paid for them in installments as low as P8.00 a month. School buidings were built in La Loma, San Francisco del Monte, Barranco and Camp Murphy. The first residents of Kamuning stood steadfast in their new homes despite some minor, and a few major inconveniences.

The original site was called Barrio Obrero, but since they were not obreros or laborers, but mostly government employees, the residents petitioned the People's Homesite Corporation to change the name of the area to Kamuning after the shrub with tiny white flowers that grew abundantly in the area.

In February 1940, the population of Quezon City was listed at 39,013. Quezon City was rid of malaria and vice and gambling houses, and Quezon saw to it that the garbage collection was excellent. One of the most important buildings constructed here in 1940 was the two-storey House for Refugees in Cubao on the Magdalena Estate — to house refugees rendered homeless as a result of the European War. This refuge home attracted world-wide attention.

Just before the war broke out, the foundation for the proposed capitol building was placed in the middle of the elliptical circle where the Quezon Monument now stands. On July 17, 1948, after the end of the war and with the recognition of Philippine independence on July 4, 1946, Quezon City was declared the capital of the Philippines and the permanent site of the national government (R.A. No. 333). On May 16, 1976, Presidential Decree 940 re-established Manila as the national capital of the Philippines.

I don't know how Quezon would feel at the way his dream city has developed since his time. I am sure he would have wished that its people had more pride in their city so it could be the shining metropolis he had dreamed of. The city, nevertheless, is still a fitting tribute to his dreams.

Two vignettes in Quezon's life led to QC's founding

MUCH has been told about how Quezon City came into being. Not so many, it is presumed, know what inspired its founding father, the late president Manuel L. Quezon, to nurture the dream of building "a real Filipino metropolis."

There were two incidents in the life of Quezon which sparked his natural love for the poor even more, and galvanized him into action to make his social justice program a reality.



In 1937, a laborer was drowned in the Pasig river while trying to retrieve some logs that had fallen from a barge.

The man's mother lost her case when she sought just compensation from his employer in the Court of First Instance, under Judge Emilio Mapa, who ruled that the laborer's death was "due to his carelessness."

The mother brought the case to the Court of Appeals, which upheld the lower court's action, ruling that there was "no casual connection between the machinery used in the business of the employer and the drifting of the log, and the deceased had courted his own death when he jumped into the river."

The case came to the attention of Quezon when it was elevated by the victim's mother to the Supreme Court. He expressed disillusionment over the decision, describing it "an outrageous injustice," which triggered the brunt of the judiciary as well as some government officials.

Unfazed, Quezon stood by his conviction until the Supreme Court reversed the decision of the two lower courts the following year.

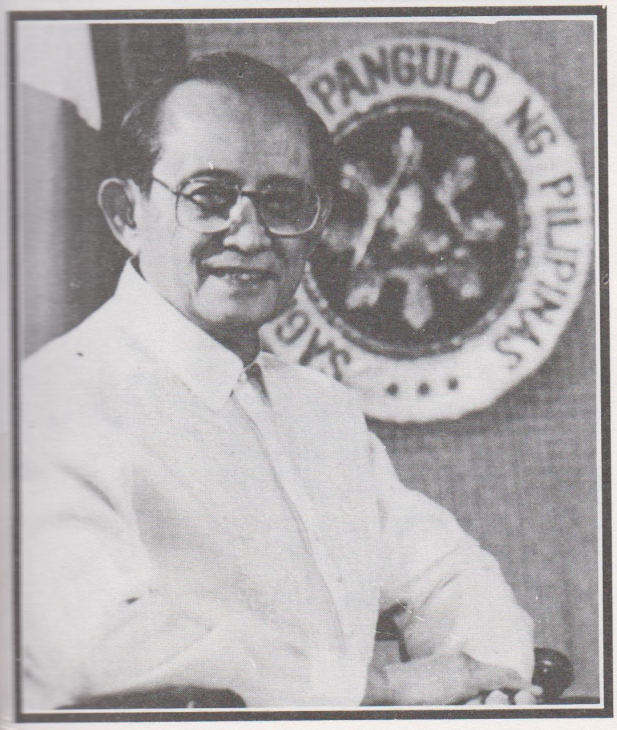
Another incident that sparked Quezon's zeal for social justice was his visit to Mexico in 1938, when its president Lazaro Cardenas was then instituting sweeping reforms in the social and economic conditions of his country.

There, the Filipino leader witnessed how the Mexican president expropriated hectares of landed estates and distributed them to the tenants and the landless. Bridges were built and waterworks were established in communities. Hospitals were put up, too. Cardenas would also personally attend complaints and needs of his people.

Upon his return to Manila, Quezon started implementing his plans to give land and homes to the poor. He established homesites in Koronadal Valley in Davao, and opened up 100,000 hectares of settelements in Isabela for the landless in Northern Luzon.

Quezon then turned his attention to the people in the Manila area. Not long after, with the prodding of friends, he caused the purchase by government of a big tract of land north of Manila. That land would form the original core of what would become Quezon City.

Two incidents, a man of vision, and a time for opening up new frontiers and opportunities. They all conspired to bring forth Mr. Quezon's dream of a "truly Filipino metropolis."



MALACAÑAN PALACE
Manila

M E S S A G E

My warmest felicitations to the good people of Quezon City on the celebration of the 54th founding anniversary of your bustling city on October 12, 1993.

I also congratulate the officials, administration and personnel of the city government for spearheading this celebration in honor of the city's dynamic founding father, President Manuel L. Quezon. I enjoin you all and the rest of the city residents to continue working together to address such areas as peace and order, environmental protection, urban migration, business and commerce, health and sanitation, education and other concerns that come with progress and modernization.

As a hub of growth and progress, Quezon City is an important contributor to the national vitality. And because of the industry, dynamism and enterprise of its people, it likewise stands as a solid partner in our quest for national advancement, as envisioned in "PHILIPPINES 2000!!!."

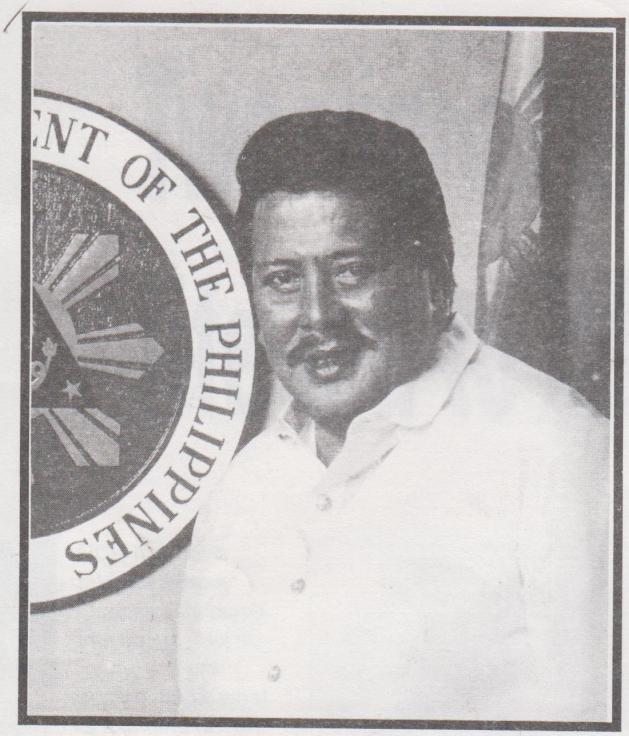
Today, as we celebrate Quezon City Day, let us also pay tribute to the greatness and vision of the city's founding father, President Quezon. In the task of fulfilling this vision, let us draw inspiration and direction from his own words:

In this grand world of ours, I have found out in life that fame is nothing, glory is nothing, power is nothing, but honesty, character, service is all that is lasting.

MABUHAY ANG PAMUNUAN AT PAMAYANAN NG LUNGSOD NG QUEZON!

MABUHAY TAYONG LAHAT!

FIDEL V. RAMOS
President
Republic of the Philippines



M E S S A G E

It is with great pleasure that I join the officials and people of Quezon City on the occasion of its 54th Foundation Day Anniversary on October 12, 1993.

This event is indeed another milestone in the city's life and history, and truly a cause for celebration. This celebration brings to mind the pioneering efforts of our forebears who laid the foundation of our beloved city. Through their sacrifices and hardwork, Quezon City was born, and its development nurtured.

Today, many years after, I am happy to see that this tradition of commitment and perseverance has been maintained and enriched. This is a tribute both to the strong foundation put in place by our forefathers and to our unity, determination and industry.

May our efforts remain unstinting and selfle as we pursue our shared vision of Quezon City a a thriving and dynamic center of growth and positive contributor to national progress. Let u be decisive and resolve to conquer all the cha lenges that lie ahead and let us be one in workin for peace, justice and stability.

God bless Quezon City and its people alway

CONGRATULATIONS AND MABUHAY!

JOSEPH EJERCITO ESTRADA
Vice-President



M E S S A G E

The 54th Foundation Day of Quezon City offers us all a fitting occasion for serious reflection on what we have done to realize the vision that President Quezon imparted to us to make our city the nation's premier metropolis.

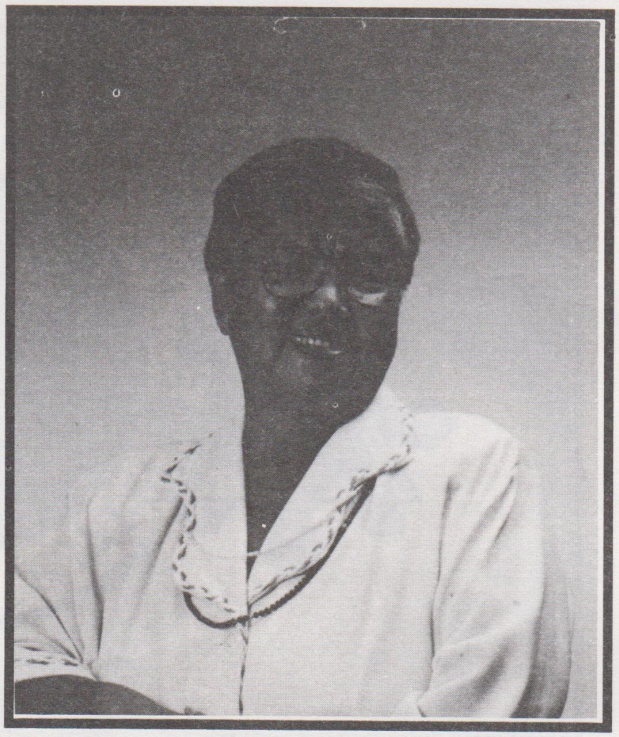
Indeed, this occasion beckons us all to renew our commitment to that noble purpose of providing our fellowmen a happy and prosperous community to live in, not only during our time but for generations to come.

More than ever, the city government and the residents should unite to realize Quezon's vision for a capitol city. Let us join the call to finally realize Quezon's vision to make the city the site of the country's legislative bodies. Let us respect the territorial integrity of the city and move to expand its new growth areas as laid down in the city's masterplan.

Let us commit ourselves to insure that the fundamental aims laid down by the late President Quezon to make our city the nation's capital city be our guiding vision.

Mabuhay tayong lahat!

ISMAEL MATHAY JR.
Quezon City Mayor
and
Metro Manila Authority Chairman



M E S S A G E

On the occasion of the 54th Foundation Anniversary of Quezon City, I would like to felicitate our beloved residents and to extend to them our sincerest gratitude for the support they have unfailingly extended to the programs of the City Government. The tasks and challenges confronting our City are enormous for which the cooperation and active collaboration of everyone are necessary. These tasks require not only informed participation by our residents in the affairs of governance, but also the engagement of their productive capacities and their selfless involvement towards the attainment of commonly-defined ends and goals.

Public initiatives which constitute the anchor by which our developmental and social plans are to be realized, have been encouraging in addressing many of the manifold problems that beset our burgeoning City as we strive to surge forward in our hefty efforts to modernize, to deliver and to provide. The enthusiasm and cooperation shown by our communities, barangays, NGOs, schools and business sectors have giv tremendous boost to efforts of government generate needed resources and mobilize the e ergies and creative well springs of our people find genuine solutions to long-term develo mental goals.

As we celebrate our Foundation Day, I ho that the significance and the purposes under ing the establishment of this premier metropo would find genuine meaning in the fulfillment the aspirations of all our residents for a better l and a better tomorrow for all.

Mabuhay ang Lungsod ng Quezon! Mabuh tayong lahat!

CHARITO L. PLANAS
Vice Mayor

MESSAGE

It is indeed an honor to be able to share this message with the people of Quezon City on the occasion of the city's 54th Foundation Anniversary.

Quezon City has indeed progressed immensely since its foundation. The late Manuel L. Quezon would be proud to see what has become of his dream city today. It continues to be the premier city in the country and I believe will continue to be known as such. It has likewise produced great leaders who very ably lead our country on the road to progress.

It is my earnest prayer that the people of Quezon City will not lose their fervor and love for this beautiful city. For growth and development can only be sustained if people are behind it.

I enjoin the people to continue to work for our continued progress. Let us be one in the shared vision of making Quezon City the model for the rest of the country. Together we can achieve a lot more for our beloved city.

Mabuhay ang Quezon City!

Hon. DANTE V. LIBAN
Congressman, 2nd District, Quezon City



MESSAGE

On the occasion of Quezon City's 54th Foundation Anniversary, may I convey with distinct honor and pleasure my warmest felicitations to each and everyone.

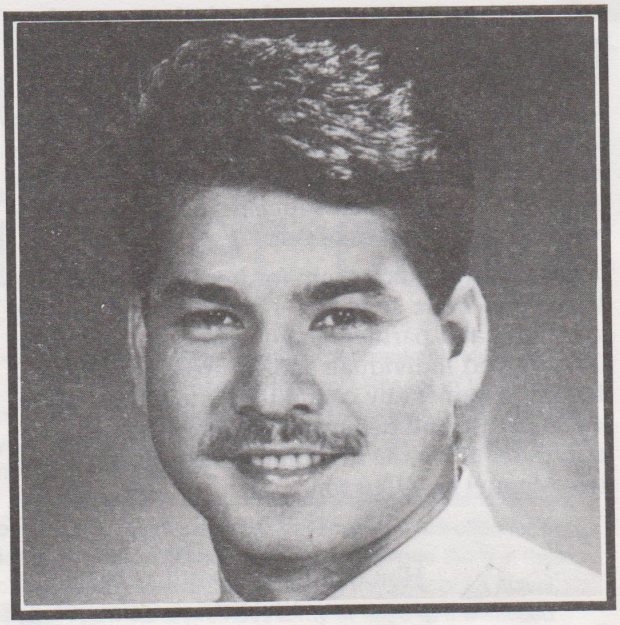
Visibly, our struggle for the attainment of economic stability is far from accomplished. We, however, are headed towards that direction.

The administration of President Fidel V. Ramos has envisioned Philippines 2000, the Newly Industrialized Country. We are one with that vision. Being the city to watch in the next decade, we must be at the forefront of this economic progress and development.

The greatest challenge is at hand — to be globally competitive. What we need is to pull ourselves together, act vigorously and move forward. The right time to start is...

NOW!

Hon. DENNIS ROLDAN
Congressman, 3rd District, Quezon City



MESSAGE

I join my fellow residents of Quezon City as we celebrate the 54th Quezon City Foundation Anniversary.

May the observance of this historic occasion be a time for deeper reflection on how the Divine providence through Our Dear Lady of La Naval, and the individual heroism of the past have allowed us to face our daily challenge today with much hope and faith.

There is indeed much need for stout hearts as we set our minds into realizing our vision, as set forth by our beloved Mayor Mel Mathay, "of a city of opportunities for the hard-working, for the talented, for the enterprising and creative, for the young with ambitions, and for a committed citizenry eager to define a future of peace and progress."

May I take this opportunity to once again remind our good people of Quezon City that a city of peace and progress also means a city of clean and fresh air, of clean and adequate water, of decent housing for all, of efficient transportation and communications systems, and an economy sustained by the most optimum use of our natural resources.

We have enough talents and wealth in our midst to help us realize our dreams for the City. We only need to unite and focus our collective energies to pursue such dreams.



Your partner in Congress,

Renato

Hon. RENATO A. Y
Congressman, 1st District, Quezon C

MESSAGE

It is with great pleasure and pride that I extend my warmest greetings to the people of Quezon City on the occasion of our 54th Foundation Anniversary.

The past half century has witnessed the transformation of Quezon City from an obscure and quiet urban community built on a vast tract of cogonal lands into a robust and sophisticated metropolis at par with the best cities of Asia.

There is still much room for improvement on the delivery of basic services. I am enjoining all my colleagues and partners in government service and all concerned individuals and groups to contribute to that improvement by committing more time, effort, and expertise and dedication towards the noble objectives set up by the founding father, the late President Manuel Luis Quezon.

Feli Belt

Hon. FELICIANO BELMONTE, JR.
Congressman, 4th District, Quezon City





La Naval: Patroness of QC

The Lady who has QC in her heart

O Filipino Catholics, October is the month dedicated to La Naval, which is the oldest and most popular image of the Our Lady of the Holy Rosary in the Philippines. Venerated in the old Dominican Santo Domingo Church in Intramuros, this image [illegible] of ivory and wood was commissioned by Spanish [illegible]rnor-General Dasmariñas and was sculpted by a [illegible]ese Christian convert in 1953.

The term "La Naval" was affixed to the Virgin's title [illegible]use, as Catholics believe, it was through the venera- [illegible]of Our Lady under this title that numberless favors were [illegible]rsed to the Philippines and its people, among which [illegible]heir assistance and protection of Filipino-Spanish [illegible] battling pirates, marauders, and the Dutch and [illegible]sh invaders. Indeed, Catholics believe that these naval [illegible]s were not a triumph of arms but of faith in the power [illegible] Virgin's intercession.

This was best shown in the Battle of Manila Bay in [illegible]ber 1646 between the Dutch and armed Filipino- [illegible]sh naval troops who, humanly speaking, were no [illegible]ch to the enemy. As a Virgin's devotee has written, [illegible]gh battered, famished, outnumbered, and munition- [illegible] and in danger of sinking in their rotten, and anti- [illegible]ed frigates, the Filipino-Spanish sailors sailed in pursuit [illegible] invaders who fled for no apparent reason at all, after [illegible]mbers had devoutly recited the rosary and made their [illegible]n for help to the Blessed Virgin."

[illegible]is what the festivities of La Naval commemorate, [illegible]of which were the nine-day novena and the procession [illegible]n of the Virgin which wound its way through the [illegible]ed cobbled streets of Intramuros.

[illegible]Joaquin recalls that "this was the most glittering [illegible]t in Intramuros when, down Calle Real, rode the [illegible]Rosario, lighting up the night with her jewels and [illegible]with rapture . . . In her processions had walked [illegible]Aguinaldo and Quezon. (The Virgin) had linked [illegible]her not only a city but families and generations. She [illegible]tradition itself and when the city lost her, it lost form."

[illegible]lost her after the war, when the Santo Domingo [illegible]ch in Intramuros, destroyed by Japanese bombs [illegible]the early days of the War, was no longer rebuilt in its [illegible]location, but was relocated on Quezon Boulevard in [illegible]City. It is in this new Santo Domingo Church that [illegible]e of La Naval has found a new home; it is also here where festivities in honor of La Naval are now held.

Significantly, Our Lady of the Holy Rosary or La Naval has been officially adopted as the Patroness of Quezon City by virtue of Resolution 9645 of the Quezon City Council enacted on August 21, 1983.

Numberless Filipinos, including President Ramos who is non-Catholic, continue to profess love and affection for the Blessed Virgin who, they believe, has helped them in their hour of need. Even today, as during the time of La Naval, the Blessed Mother provides a ray of hope to a confused world darkened by materialism, disbelief, and despair.

Spending time with the people



Mathay interacts with constituents

MONDAY mornings at the Quezon City Hall lobby are usually a picture of busy-ness and business for Mayor Ismael Mathay Jr.

On this day, designated as Mayor's People's Hour, Mathay and his department heads personally attend to the various needs of the city residents, who either want speedier flow of their papers or being able to hear straight from the Mayor his assurance or action on any matter or problem presented to him.

The problems range from matters as dislocating as squatter demolition or as simple and procedural as following up matrimonial papers. One moment, the client is a job applicant wanting some Mayoral referral or recommendation, the next, a group of middle-aged policemen requesting the Mayor's intervention on their impending re-assignment to a rebel-infested area.

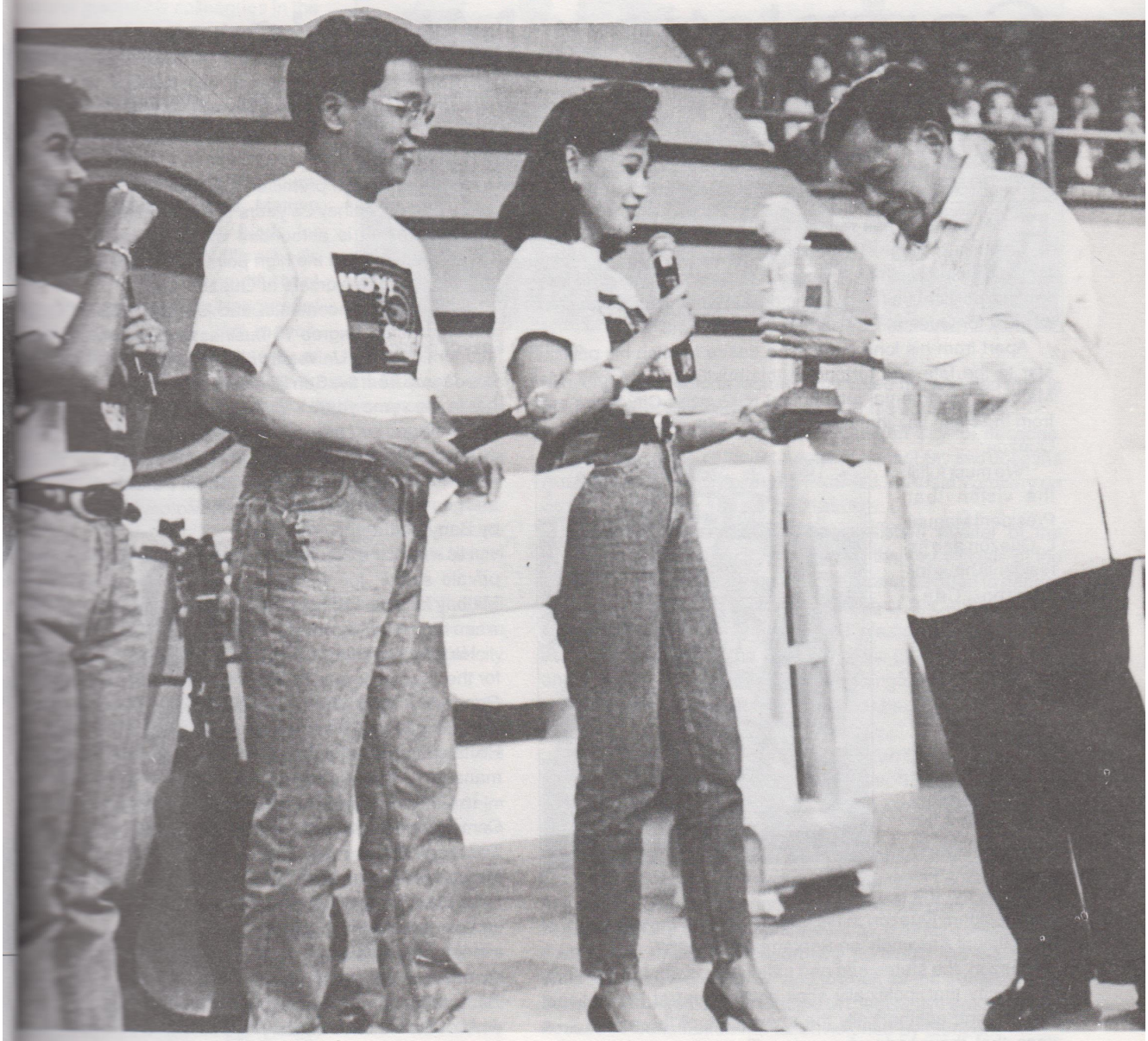
Thus far, the Mayor's Hour has served some 2 "clientele", representing a cross-section of the city resi

Antedating even the People's Day of President Fidel R the Mayor's Hour, not only provides a quick-response s to the needs of its constituents, but also brings th government closer to the people.

Filipinos, Easterners as we are, are basically pe oriented. The Mayor's Hour goes along this orientation, the process, succeeds and gains more from the time and invested. It also concretizes the essence of public se which is simply, service to the people.

The Mayor's Hour is also a reflection of Mathay's lead style and public service philosophy, which reaches out i of being an unreachable star which other people in pow

HOY GISING!



Precious Tribute from Public Servants' Critic

It was not a rough nudge, or a sarcastic, bitter admonition, that greeted QC Mayor and Metro [illegible] Authority Chairman Ismael Mathay Jr. when he [illegible] staff of "Hoy Gising!" recently.

Instead of the usual brickbats that its hosts usually [illegible] public servants, the mayor received a "Hall of [illegible] award from Ms. Ruth Abao-Espinosa, a co-host [illegible] popular service-oriented TV program "Hoy, [illegible]" during its first anniversary celebration at the [illegible] studio.

Looking on are Ms. Korina Sanchez and Mr. Ted Failon, other co-hosts of the program, who gave the award in recognition of outstanding government officials and offices in the performance of their duties. Mathay was the only local official awarded.

The other awardees were the National Bureau of Investigation (NBI), Department of Social Welfare and Development (DSWD), Metropolitan Waterworks and Sewerage System (MWSS), and the Department of Public Works and Highways (DPWH).

Mayor Mel Mathay Jr.: Completing MLQ's vision of a premier city

By DIVINA PAREDES-JAPA

FOR one who has walked through the corridors of power with a distinguished track record, Quezon City Mayor Ismael Austria Mathay Jr. impresses those who keep in step with his political trail as a public official who holds a particular interest for Quezon City and its manifest destiny.

Apart from his long expressed desire to hitch his political star to the fate and fortune of this bustling metropolis, Mel Mathay's sentimental attachment to Quezon City takes root from the close ties that bind his family with President Manuel Quezon.

"We must fulfill the vision that President Manuel L. Quezon and its residents have for Quezon City," Mathay stresses.

Fifty four years later, the task to finally realize that vision rests on Mayor Mathay — mild mannered but unflappable, even-handed but approachable.



With able partner, Vice Mayor Planas

This vision was unveiled by the late President Quezon in his address before the members of the National Assembly on September 18, 1939.

Quezon, the statesman and nationalist, said: "I dream of a capital city that, politically shall be the seat of the national government; aesthetically the showplace of the nation — a place that thousands of people will come and visit as the epitome of culture and spirit of the country; socially, a dignified concentration of human life, aspirations and endeavors and achievements; and economically, as a productive, self-contained community."

On Oct. 12, 1939, less than a month later, President Quezon signed Commonwealth Act No. 502 creating the city to be named after him.

Mathay has been a key player in the country's national and local government scene for over two decades now, and his name has always been associated wih politics — positive and responsive politics.

In May 1992, Mathay was elected mayor of Quezon City on the basis of the 1.9 million residents' clamor for change and of a simple campaign promise — delivery of basic servic

But it took Mathay 25 years to get to the top post in t and he himself is astounded by the twists and turn ironies, the low and the high points of his political care led him to the mayorship of Quezon City.

Mathay is an economist and lawyer, having finish undergraduate degree in business administration m economics at the University of the Philippines in 1953 a law degree from the San Beda College in 1957. He pass bar in the same year.

He started his career in the private sector as president Association of Filipino Grocers, director of the Phil Automotive Association, president of Purefoods Corpo and general manager of the Capitol Motors Corporation o by Baby Ysmael.

His stint at the Capitol Motors Corporation was his las private sector, for Ysmael convinced him to enter po Mathay failed in his first bid as Quezon City councilor bu when he ran for vice mayor in 1967. He was 35 years old

He challenged then incumbent Mayor Norberto Amo for the top city post in 1971 but lost. He then moved on General Auditing Office (now Commission on Audit) as s tary to his father, then Auditor General Ismael L. Matha He later became secretary of commission and depar manager, and stayed there until 1975.

In 1979, he was appointed vice governor of the Metro M Commission and director of the Metropolitan Waterwor Sewerage System. He also became deputy minister Ministry of Human Settlements in a concurrent capacity

In 1984, Mathay, who by then had become very visi de facto governor of the MMA, ran for assemblyman and a major feat considering that it was less than a year foll the assassination of former Sen. Benigno Aquino Jr. an the victory came at the height of the anti-Marcos rallies

After the historic February 1986 revolt, Mathay resign Metro Manila vice governor and thought he would leave service for good. But a year later, he ran as an indepe candidate for congressman of the fourth district in Quezo and won handily.

In May 1992, he decided to go for the position tha eluded him in the past — the mayorship of Quezon City. also a double victory for the Mathay family as Ramon Mathay, the mayor's son, also won as councilor for the district.

Mathay's running mate was Charito Planas, who wa opponent in the 1971 mayoralty race but who joined him 1992 elections in their efforts to institute reforms and re Quezon City from a lethargic administration.

Mathay's team-up with Planas is just one of the colo

sidelights of his career.

When Mathay was congressman, his experience as Metro Manila administrator guided his colleagues in the formalization of the problems of local government administration. Little did he know that as Quezon City mayor, he would be the one to implement the Local Government Code that was borne out of the deliberations.

As senior vice chairman of the House Committee on Appropriations, Mathay worked for the approval of funds for various projects, including public schools in Quezon City which, in a beautiful twist of fate, were the ones he inaugurated when he became mayor. As mayor, he initiated the successful takeover of Amoranto Stadium by the city government. Mathay recalls that it was during his term as vice mayor that the city constructed the sports complex.

He also vowed to push for the total rehabilitation of the Quezon City General Hospital, the sole city-owned tertiary hospital. He has programmed the building of a new hospital for the QCGH. Again, he was vice mayor when the Amoranto administration bought the San Jose Seminary from the Jesuits which built the QCGH.

Mathay's first year in office stood out because for the first time traffic enforcers became visible in major thoroughfares in Quezon City. Through Task Force Clean and Green, the city improved the collection of garbage.

Mathay, assisted by an able team of city managers led by City Administrator Dr. Manuel Alba, coordinated with national government agencies to facilitate the implementation of vital infrastructure projects.

In February 1993, his fellow Metro Manila mayors voted him MMA chairman — no small irony because exactly seven years ago, Mathay had to resign as vice governor of the MMC, predecessor of the MMA. As MMA chairman, he vowed to be the "facilitator of the collective will of the Metro Mayors."

His fellow mayors voted him for another six-month term last August.

"I have come full circle," Mathay smiles as he recalls his political career from a young vice mayor, to the corridors of Malacanang, the Batasan, the new Congress, then back again to the city he grew up in, this time as chief executive.

"After 25 years of a long, hard tedious journey, you voted me and had trust in me to be your city mayor," he says to his constituents.



Inspecting Payatas dumpsite


...road-widening project

The Mathay family has lived in Quezon City for decades. Mel Mathay is one of the four sons of Ismael Sr. and Josefina Austria (whose family owned the famed P. Austria grocery on Espana during the 1940's and 1950's).

The senior Mathay, who was assistant auditor of the Philippine National Bank, was among the key officials of the Quezon administration when the President decided to pattern the new city after Washington D.C., the U.S. Capital.

When Mayor Mathay first visited Washington D.C. in the early 50s, he realized the similarity of the plan of Quezon City and the U.S. capital. "I saw the Washington monument and walked towards the Potomac river near the cluster of government and commercial centers," he says.

He says the area covering the Quezon Circle bounded by Timog, East, West and North Avenues, "is supposed to be the center from where we'll radiate the development of Quezon City."

He adds: "If you look at the master plan of Quezon City, the Quezon Memorial Circle represents the sun in our Philippine flag and the avenues around it represents the rays of the sun."

Quezon City is a well-planned city, Mathay proudly proclaims. And this is the reason why he would like the city to retain its "territorial integrity" and to push for the transfer of the Senate to Quezon City so that the two legislative bodies will be housed in Constitution Hill as envisioned by Quezon.

The Constitution hill area was precisely designated and drawn up for the envisioned government center, Mathay notes.

He explains that the creation of a separate city for Novaliches goes against the masterplan for the city which has pinpointed this area as the "growth center." Mathay says the dismemberment of the city's second district goes against Quezon's vision for the city, the only city in the country in which the government brought private lands instead of merely carving this out from surrounding towns.

Mathay's determination to finally fulfill the vision of President Quezon can be gleaned from his guiding principle that "we have to work hard for the city that we want, for the city we deserve."

64th

QC Foundation Day

Action-oriented, pro-people City Council is City Hall's partner in development wor

By FIL VIDUYA

LIKE a revved up engine, the Quezon City Council runs smoothly and efficiently. In just one year since its 26 members and presiding officer Vice-Mayor Charito Planas assumed their seats in July 1992—the city council has chalked up at least 1,141 proposed resolutions and ordinances. Out of this number, 252 or 22 percent have already been passed.

Observers find this output impressive enough, especially if one takes into consideration the fact that the 24 elected city councilors (two of the incumbent members are sectoral representatives) came from a "wide spectrum of political parties" such as the Laban ng Demokratikong Pilipino (LDP), Onward Quezon City Party (OQCP), the Nationalist People's Party (NPP) and the Nacionalista Party (NP). One of the initial steps taken by the councilors, which manifested their determination to put service over and above politics, is to form the so-called "rainbow coalition" in an effort to forge a working majority.



City Council at work

Immediately upon assuming office, the aldermen dutifully focused their attention and energy to the pursuit of their respective plans and programs that are geared towards the speedy development and progress of Quezon City and the socio-economic upliftment of the city residents. They lost no time in filing resolutions and ordinances aimed at increasing the city's revenue to insure adequate funding for key programs and projects; enhancing the delivery of basic services; providing for the implementation of a comprehensive infrastructure development program; eliminating red tape in the executive and legislative offices for more effective public service; and increasing the benefits of the city workers in the form of salary increases and additional allowances.

Party loyalty relegated to the background; vision and philosophy attuned to those espoused by the man elected to the helm of the city government; the collective legislative agenda spelled out in clear and specific terms - the city council, in a year's time, enacted measures that address the major concerns of the different sectors of the city's populace of nearly two million.

Among the more significant measures adopted were the grant of additional allowances to the city's public school teachers, policemen and firefighters; the P500.00 across-the-board salary hike for the city officials and employees; the setting of a single entry point for meats, animal carcasse other meat products in all public and private market Quezon City Revenue Code; financial assistance for po residents during emergency cases; tax amnesty for quent real property owners; the QC Zonal Code; th Tricycle Code; the QC Subdivision Code; and the reso empowering the City Mayor to negotiate for the city's ac tion of its own power plant.

Like Mayor Ismael A. Mathay Jr., the city council ad to the belief that an improved peace and order situation city is conducive to a healthy business climate. Thus, th council's immediate action on ordinances that provide cial assistance to the men in uniform, specifically thos authorized the P1,000.00 monthly allowance for police and financial aid fo families of law enforcers in the line of duty.

In addition to their le tive duties, the city coun also serve as active pa of Mayor Mathay and Mayor Planas in deli basic services to thei stituents.

In their respective of responsibility, they i the building and rep roads and bridges; con tion and repair of schools and health ce rip-rapping, declogging cleaning of rivers, canals and esteros; construction of wells; and monitoring of the progress of national and development projects.

The city council is ably led by Vice Mayor Planas, dent Protempore Guillermo C. Altuna, Majority Floor L Alberto Galarpe, 1st Asst. Majority Floor Leader Godo Liban II and 2nd Asst. Majority Floor Leader Victor V. F Jr., with Councilors Ramon "Bu" Mathay and Connie An as Minority Floor Leader and Asst. Minority Floor Le respectively.

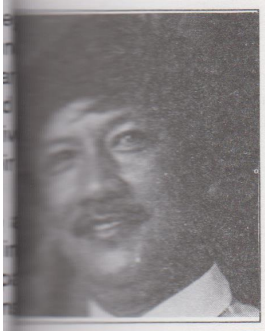
Councilors vote on issues, not party considerations is perhaps the reason why significant legislations such city's annual budget, the across-the-board salary hik Quezon City Revenue Code and other vital measures smoothly in the council—spared from the endless and monious debates that usually characterize legislative erations.

Mayor Mathay himself acknowledged the effectiven the city councilors as his partners in delivering basic se to the public, despite the daunting constraints brought by the city's financial limitations.

QUEZON CITY COUNCILORS

Knowing the People's Representatives

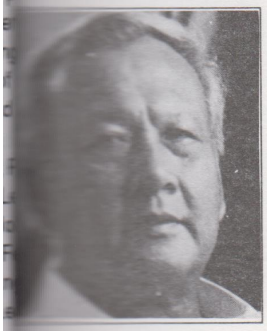
FIRST DISTRICT



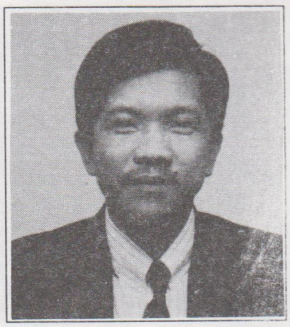
Hon. REYNALDO A. CALALAY
Chairman - Committee on Parks and Playground



Hon. ANTONIO L. SIOSON
Chairman - Committee on Ways and Means



Hon. ALBERTO GALARPE
Majority Floorleader
Chairman - Committee on Laws, Rules and Internal Government



Hon. MOISES S. SAMSON
Chairman - Committee on Justice and Human Rights



Hon. EMILIO G. TAMAYO
Chairman - Committee on City Planning, Building and Zoning Regulations

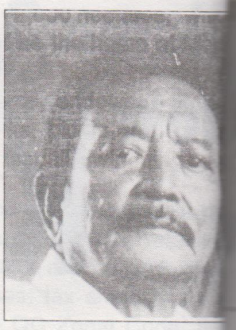


Hon. VICTOR V. FERRER Jr.
2nd Asst. Majority floorleader

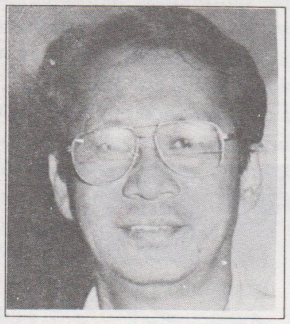
SECOND DISTRICT



Hon. MELENCIO M. CASTELO
Chairman - Committee on Subdivision, Housing and Real Estate



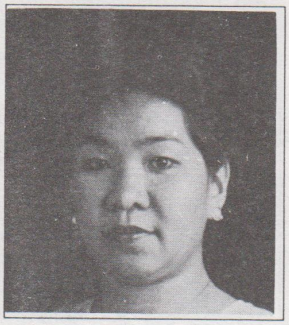
Hon. REYNALDO N. MEDINA
Chairman - Committee on Police, Peace and Order, Public Welfare and Safety and Fire Protection



Hon. GODOFREDO T. LIBAN II
1st Asst. Majority Floorleader
Chairman - Committee on Education



Hon. ANTONIO V. HERNANDEZ (ANTHONY ALONZO)
Chairman - Committee on Urban Poor



Hon. MA. FRESCA M. BIGLANG-AWA
Chairman - Committee on Cooperatives

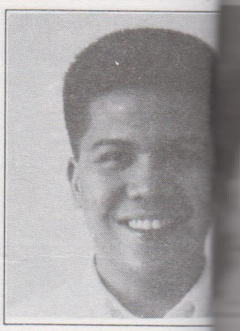


Hon. MARCIANO P. MEDALLA
Chairman - Committee on Public Works and Infrastructure

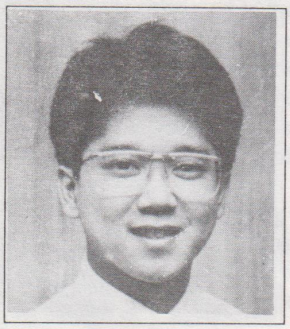
THIRD DISTRICT



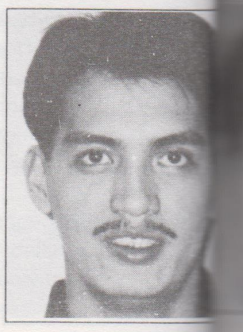
Hon. FE CONSUELO S. ANGELES
Asst. Minority Floorleader
Chairman - Committee on Women and Family Affairs



Hon. MICHAEL T. DEFENSOR
Chairman - Committee on Environmental Protection and Ecology



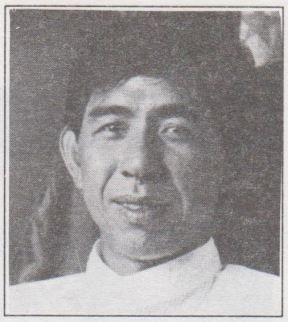
Hon. HERBERT M. BAUTISTA
Chairman - Committee on Cultural Affairs and Tourism



Hon. FRANZ S. PUMAREN
Chairman - Committee on People's Participation



Hon. CESAR A. DARIO JR.
Chairman - Committee on Public Affairs and Information
Committee on Games and Amusements



Hon. EUFEMIO C. LAGUMBAY
Chairman - Committee on Price Regulation and Consumers Protection

FOURTH DISTRICT



Hon. GUILLERMO C. ALTUNA
President Pro-Tempore
Chairman - Blue Ribbon Committee
Committee on Trade, Commerce and Industry



Hon. ALFREDO A. FRANCISCO
Chairman - Committee on Health and Social Services



Hon. JOSEPH PETER S. SISON
Chairman - Committee on Labor, Employment and Conciliation



Hon. RAMON "BU" G. MATHAY
Minority Floorleader

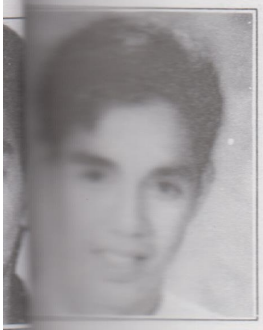


Hon. BAYANI V. HIPOL
Chairman - Committee on Transportation, Communication and Public Services and other related Franchises



Hon. HERMINIO "BUTCH" BAUTISTA
Chairman - Committee on Appropriations

City Council Ex-Officio Members



Hon. WENCEROM LAGUMBAY
Quezon City SK Federation President
Chairman - Committee on Youth and Sports



Hon. BONIFACIO RILLON
Quezon City Liga ng Barangay President
Chairman - Committee on Barangay Affairs and Community Relations

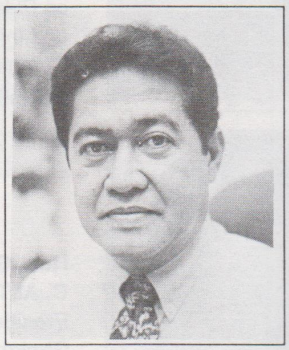
Quezon City's 'SERVICE TEAM



Dr. MANUEL S. ALBA
City Administrator



Atty. LOURDES SANTOS
Secretary to the Mayor



ALF MEI
City Trea



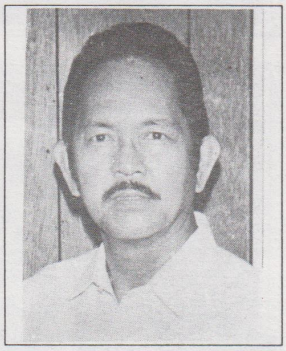
Atty. EUGENE JURILLA
City Secretary



DIVINA PAREDES JAPA
Public Affairs and Information Services Office (PAISO)



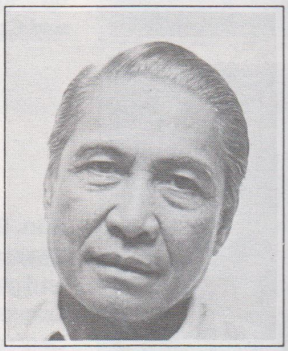
LOU LAN
Pers



BIENVENIDO ICASIANO
City School Division



ALFREDO MACAPUGAY
City Engineer



CO RO
City



ESTRELLA GERARDO
Budget



GERARDO MAGAT
Planning

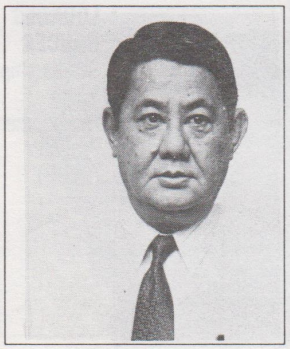


ZO AN
Un
AF
(UF

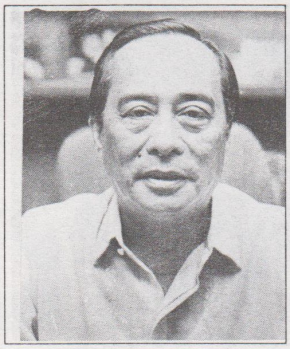
brings gov't to the people



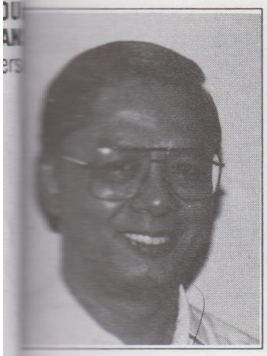
Dra. MAGDALENA YBAÑEZ
Health Services



ANTONIO LAUDICO
General Services Office (GSO)



PAT DUMLAO
Business Permits and Licensing Office (BPLO)



ORLANDO OZOA
Liquor Licensing Regulatory Board (LLRB)



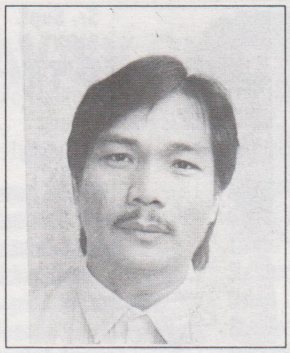
CESAR SIANGHIO
Parks & Development



DOMINADOR OCRISMA
Cultural and Tourism Affairs Office (CTAO)



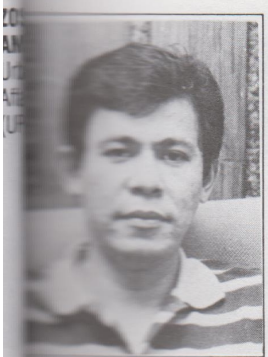
ALBERTO FELICIANO
Community Relations Office (CRO)



EDWIN TATING
Industrial Relations Office (IRO)



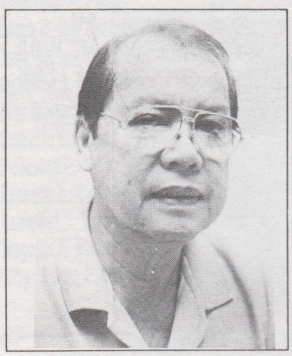
SIMPLICIO MATHAY
QC Sports Development Office (QCSDO)



CARLOS VERZONILLA
Task Force on Radio Communication



Dra. MARINA YULO-BRINGAS
Quezon City General Hospital (QCGH)



OSCAR GONZALES
Tricycle Regulatory Unit (TRU)

Quezon City's 'SERVICE TEAM



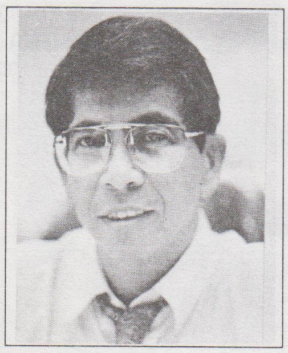
ROSENDA MANAOIS
Registry of Deeds



LOURDES RANCES
Scholarship & Youth Development Program (SYDP)



Atty. MA LAC
Spe Acti Pert and Tea



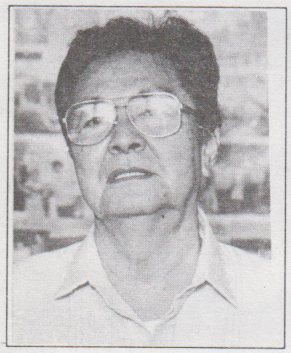
TEDDY REY
Social Mobilization for Llfe and Environment (SMILE)



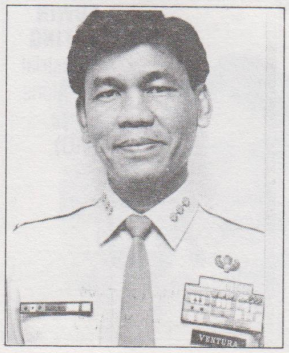
PETRONIO ONOD
Anti-Squatting Surveillance Enforcement Team (ASSET)



ARN BAÑ
Depu Publ and (DP



Atty. CESAR RAMIREZ
Clean and Green



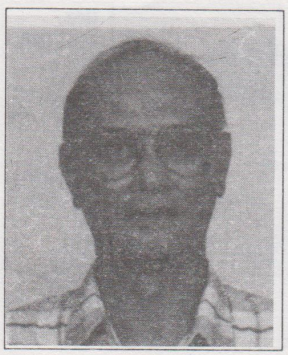
Sr. Supt. DIONY A. VENTURA
Central Police District Command (CPDC)



MA BAL
Bure Prod



Atty. ERLINDA DE LEON
Fiscal Control

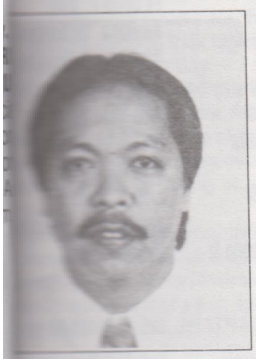


URBANO VALERA
Public Assistance Center (PAC)



ED BAL
Nor Dis Cen

brings gov't to the people



RAY RAMOS REYES
Barangay Operations Center



RUDY DISIERTO
People's Law Enforcement Board (PLEB)



BLANQUITA DEL BARRIO
Library



Dr. LORETO SANTOS
QC Skills Training Center (QCSTC)



VIRGILIO LAZATIN
Barangay Operations Center



ALEXANDER CASTILLO
Barangay Operations Center



TERESITA M. MARIANO
Social Services

ST OF BARANGAY/SK CHAIRMEN IN QUEZON CITY

DISTRICT I

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
	Antonio V. Zerrudo	Lemuel Jules Ras
	Vicente Honorio C. Llamas	Carmelito D. Ocampo
	Glorioso V. Saturay	Emmaruth B. Felipe
	Florentino B. Tan	Richard Baclig
	Fortunato L. Palma	Angelo A. De Chavez
	Meliton S. Manuel	Bernardo O. Bautista
	Hilario C. Baguino	Ronald T. Alcantara
	Antonio C. Quinto	Arvin A. Bernardino
	Ernesto R. Berroya	Leilani L. Pineda
	Alejandro M. Costales	Peter Erico T. Alnas
	Carmelita C. Bilgeria	Nesnie L. Atayde
	Benjamin C. Santos	Limjoco Walter G. John
	Arturo A. De Leon	Jorge P. Castaneda
	Florencio S. Alberto,Sr	Remar F. Alberto
	Vicente C. Cabrera	Jesus A. De Leon Jr
	Manuel T. Duenas	Rodel M. Sotolombo
	Perla Dela Serna Niel	Edwin T. Lozada
	Aberlardo M.Esperancilla	Bayani C. Santos Jr
	Teodoro R. Evangelista	Mary Rose A. Jardin

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
Del Monte	Romeo P. Gabriel	Marjorie C. Porto
Masambong	Nicanor S. Mendoza	Kim S. Ocampo
Talayan	Jerry L. Ongtauco	Constancio R. Simpas
Sto. Domingo	Jose J. Valdez	Oliva D. Pampanga
Sienna	Tomas C. Castor Jr.	Karina Krriselda Obillo
St. Peter	Florencio D. Lobo	Oscar R. Encisa
San Jose	Brigido A. Velasco	Ma. Buena G. Colorado
Manresa	Saturnino V. Paras	Joel V. Ofilan
Damar	Laura U. Del Rosario	Darwin Mariano
Pag-ibig sa Nayon	Jose Gerson M. De Guzman	Rommel G. Quejada
Balingasa	Agripino S. Eugenio	Josefina S. Grate
Sta. Teresita	Flor Olivia M. Chico	Xerxes G.Atienza III
San Isidro Labrador	Patricia L. Chan	Myla Marie G. Salinas
Paang Bundok	Federico P. Talania	Irman N. Peralta
Salvacion	Ernesto B. Baltazar	Susana S. Cabarliza
N.S. Amoranto	Exequiel S. Ligon Jr.	Mgregson B. Hombrebueno
Maharlika	Rogelio P. Pineda	Catelyn P. Cuaderno
Lourdes	Atty. Jaime P. Ilagan	Robert John C. Torres

DISTRICT II

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
Holy Spirit	Felicito A. Valmocina	Rosalie V. Dino
Batasan Hills	Manuel D. Laxina Sr.	Gertrudes R. Ancero
Commonwealth	Simeon R. Siguan Jr.	Rhoneil D. Laison
Bagong Silangan	Laureano S. Ramos	Ariel E. Jardino
Payatas	Jose B. Belgica	Ibert Helmut T. Juanick
Fairview	Antonio A. Ancheta	Glenn V. Reyes
Pasong Putik	Rodolfo M. Vidal	Michael S. Valeros
Kaligayahan	Rogelio R. De Gana	Joanne B. Anis
Sta. Lucia	Ernesto L. Linga	Rowena R. Tolosa
San Agustin	Augusto K. Lacsamana	Neil F. Mendoza
Novaliches	Antonio Lazaro	Leah DJ Reyes
Nagkaisang Nayon	Angelito N. Mendoza	Ceasar P. Samonte
Capri	Roberto S. Alberto	Julius R. Milagrosa
Sta. Monica	Edgardo B. Gayos	Shelamarie M. Betran

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
San Bartolome	Antonio B. Bernardino	Allan Butch T. Fra
Bagbag	Reynaldo B. Llegado	Jeffrey R. San Jose
Sauyo	German M. Del Mundo	Romeo G. Del Mun
Gulod	Dimetrio R. Belmes	Joel B. Tenebro
Talipapa	Rogelio P. Juan	Fe Belen R. Juan
Baesa	Mario B. Rivera	Analiza A. De Guzm
Balumbato	Leonor L. Briones	Alexander G. Dima
Unang Sigaw	Rolando F. Gajudo	Edgar Z. Domalaon
Apolonio Samson	Reynaldo De Jesus	Jose Ronaldo Galu
Sangandaan	Eleuterio M. Galgana	Joel S. Labudahon
Tandang Sora	Sabino L. Apo	Noemi G. Roxas
Pasong Tamo	Benjamin M. Pedro	Alma S. Junia
Culiat	Carlos A. Roque	Josemarie U. Maki
New Era	Prudencio O. Medrano Sr	Virgilio P. Suba

DISTRICT III

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
Silangan	Ponciano P. Mortera Jr	Allan Cristian Z. Rico
Socorro	Bonifacio M. Rillon	Joseph D. Frivaldo
E. Rodriguez	Ramon S. Villafuerte	Elaine L. Palman
West Kamias	Artemio P. Ferreras	Roel Joseph B. Landingin
East Kamias	Florencio L. Mejia	Joseph J. Lorenz III
Quirino 2-A	Atty. Alejandro P. Zabala	Noel R. Agdepa
Quirino 2-B	Maxillano K. Custodio	Hilda K. Custodio
Quirino 2-C	Edilberto G. Rivera	Cecilio M. Ramos
Quirino 3-A	Col. Rufino G. Lopez Sr	Edwin S. Yabut
Claro	Ernesto L. Daria	Ramil P. Manalo
Duyan-Duyan	Glenn Virgilio V. Manzano	Rolan M. Gandaliza
Amihan	Mario C. De Guzman	Pelacio G. Sablo IV
Matandang Balara	Manuel M. Mira	Roberto SM Matienzo
Pansol	Herminigildo I. Flores	Eugenio D. Mahusay
Loyola Heights	Cesar S. Noguera	Antonio G. Lambino
San Roque	Ermelo T. Maximo	Laarni S. Martinez
Mangga	Atty. Rufino T. Aguilar	Maye M. Cayndoy
Masagana	Aniceta C. Balolong	Ronald M. Francis
Villa Ma.Clara	Gloria V. Rosal	Ricardo V. Rosal

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
Bayanihan	Cleotilde C. Manansala	Romulo S. Barterina
Camp Aguinaldo	Ma. Fe R. Tolentino	Rita Teresita Manal
White Plains	Salvador A. Calaguio	Michael L. Galang
Libis	Amado C. Eduarte Jr.	Edzel B. Cruzana
Ugong Norte	Desilio J. Cruz	Annaliza H. Cruz
Bagumbayan	Isabelo M. Victorino	Joel M. Victorino
Blue Ridge A	Ignacio S. Pablo	Wenceron C. Lagum
Blue Ridge B	Nelly P. Fajardo	Rhoderick N. Mendo
St. Ignatius	Emmanuel O. Tansingco	Jayme C. Lazo
Milagrosa	James A. Mejilla Jr.	Michael B. Leones
Escopa I	Virgilio G. Yap	Marlon Charlie P. Ra
Escopa II	Marcio T. Tesalona	Michael L. Geologo
Escopa III	Rolando V. De Guzman	Reggie M. Medesto
Escopa IV	Edgardo R. Aguilar	Joel T. Sulit
Marilag	Emeraldo B. Cajayon	Moana A. Capayon
Bagumbuhay	Pedro P. Calaunan	Lia Marie C. Navarro
Tagumpay	Daniel B. Villas	Jose L. Manuel
Dioquino Zobel	Roger R. Escolano	Joselito S. Cortez

DISTRICT IV

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
Sacred Heart	Dr. Benjamin P. del Rosario	Roan S. Reyes
Laging Handa	Angelina A. Diaz	Rudiger Crispin F. Matta
Obrero	Dr. Joaquin P. Torres	Jane Villar Lagdateo
Paligsahan	Leopoldo A. Tiamson	Lovely B. Sinsuay
Kamuning	Feliciano Espiritu	Ariel J. Trias
South Triangle	Xyrus L. Lanot	Amiel Benedics M. Gutierrez
Pinagkaisahan	Grace G. Del Rosario	Riza B. Cuya
Immaculate	Abraham V. Rodriguez	Harlene Charmine M. Bautista
San Martin de Porres	Juanito B. Tapel	Irish Ann Cuaio
Kaunlaran	Renato B. Agito	Angelo Jose Muhlach
Bagong Lipunan ng Crame	Ruben H. Sayoo	Estre Castillo Perez
Horseshoe	Gen. Reynaldo B. Perez	Jose Vicente C. Moya
Valencia	Ricardo Gabor	Arnel Joy D. Ganaden
Tatalon	Dominador P. Banega	Rowena Bautista
Kalusugan	Bonifacio S. Somebang Jr	Ricardo S. Payumo
Kristong Hari	Floredo B. Lazo Sr.	Jane Francis T. Lazo
Damayang Lagi	Antonio E. Manalo	Josel D. Ciet
Mariana	Elisa P. Villar	Marvin C. Rillo
Dona Imelda	Vicente U. Sy	Idefonso V.Villarena

BARANGAY	BARANGAY CAPTAIN	SK CHAIRMAN
Santol	Romulo P. Flores	Willy M. Castro
Sto. Nino	Leonardo T. Abella	Sherry R. Gonzalvo
San Isidro (Galas)	Faustino D. Javier	Zeman P. Agacer
Dona Aurora	Victor V. Calaguas Sr.	Alvin F. Tablante
Don Manuel	Dr. Alberto M. Rios	Armel G. Manglalian
Dona Josefa	Lily T. Osa	Romeo A. Magalong
UP Village	Marcial C. Belleza	Bernardo R. Rosario
Old Capitol Site	Alfonso B. Alindogan Sr	Cristopher E. Antonio
San Vicente	Mauro C. Fortin	Lea L. Obias
UP Campus	Ruperto C. Saliva	Dennis Mateo
Teachers Village East	Atty. Roberto A. Miguel	Miguel V. Bautista
Teachers Village West	Luz G. Lopez	Gabriel Angelico Mer
Central	Nannette C. Daza	Marife M. Mancilla
Pinyahan	Leoncio L. Cabato	Michael P. Cruz
Malaya	Veronica L. Golanco	Fernando P. Asia
Sikatuna Village	Alicia D. Areola	Michael E. Cagurang
Botocan	Arturo H. Lee	Rogelio L. Reyes
Krus na Ligas	Arturo T. Tarmate	Ronaldo G. Salvador
Roxas	Joselito C. Ramos	Antonio Apostol Carce

leeting the concerns of the future...

State-of-the-City Address of Mayor Ismael Mathay Jr.

September 7, 1993



Mathay addresses councilors on QC's state.

llow me first to thank the Council—the Honorable Vice-Mayor and the Councilors for this opportunity to come before our people through their legislative representatives and report on the State of our City.

Let me also take this opportunity to welcome the officials and members of the Philippine Councilors League on the occasion of the celebration of the Philippine Councilors Week. The is honored that our very own Councilor Guillermo Altuna heads distinguished grouping of local government legislators of the city.

ow come before you, this time more confidence and certitude with elation, rather than trepidation we had felt last year, knowing this time we have done very well our first year of governing our Still, we realize that our people developed expectations about deing more from their government. ecent of this, we need to try and do for our people during the remainerm of our mandate to serve.

e realize likewise, as I have alstressed, that the problems of challenges for the City and its are more formidable than what city government alone can do. It es the support and cooperation of people to deal successfully with problems and challenges. We had enjoyed not only the confidence the support of our constituents have worked together to achieve better well-being for all of us.

Our City Council has kept faith with mandate of the constituents as our bers of the Council, individually collectively, have been most proactive and supportive of our plans programs for the City.

The achievements of our administration must owe likewise to our employees and officials who have demonstrated not only commitment but zeal as well, providing support and leadership to attain a much improved level and scale of services the public.

Certainly, our local officials at the barangays moved in tandem with City government to pursue the essential intiatives to serve their constituencies and multiply the impact of the basic services dispensed with by the City government, and therefore, broader sharing the benefits of productive governance.

Before we completed our first year of administration, the national government had taken notice of our own initiatives and achievements in Quezon City and took cognizance of the need for our services the greater multitudes of our Metropolitan Manila area. Thus, our role as Chairman of the Metro Manila Authority began last March 1992 and I am honored and privileged again to be asked to continue as Chairman with the unanimous backing of all the seventeen (17) mayors and of the President and national officials. We take this also as recognition of our effectiveness as both Mayor of our city and Chairman of our Metropolitan Manila administration.

There were some reservations about our capacities to be productive in such a dual role -that service to the larger Metropolitan territory would only be at the sacrifice of service to Quezon City. On the contrary, it was that our role as Chairman of Metro Manila Authority had only enhanced our value to Quezon City as we have had to prove more to one and all, that if we have to make things work in any part of Metro Manila, we have to make it work first in Quezon City. The consequence of our dual role has been one of synergy. That is, we in fact amplified our own value and effectiveness to Quezon City. We learned to do more about what to do with our garbage problem by looking at what the Metro Manila situation is. We get to know the interlinkages of our problems here in Quezon City with the rest of Metro Manila. We can not solve the problems of traffic congestion here in Quezon City without knowing such problems for Metro Manila. Our leverage as Quezon City Mayor not only with the national government but with NGOs and the private business sector, among others, is enhanced. This has been manifested in many instances, a matter I would like to report to our people in greater details on another occasion.

Last year, as we prepared ourselves to begin our service to our City and people, we pronounced the guiding principles, the policy framework, and programmatic strategies, of our administration. Essentially it was a pronouncement of our commitment to serve our people in the key areas of public service, namely: in public order and safety, in public assistance services, in medical, health, educational and social services, in cultural, artistic and intellectual development, in business and economic development, in cleaning, greening and beautifying the City, in service to the underprivileged sectors, in service to youth and the elderly, and in the improvement of our administrative operations. All in all, in services to raise the quality of life of our people in the City.

How did we do by the mandate of our people, and in accordance with such commitment for service? We certainly, will not have the time today to count all the ways. But let us highlight the significant ones. A separate report is being completed that lists in meaningful manner the specifics of the Administration's accomplishments in the many areas of concern.

FIRST, I must stress my priority concern for the enhancement of our human capital as the basis for effective and efficient service. For this purpose, early enough, we provided for the appropriate incentives to two key groups of public servants: the uniformed personnel of the police of our Central Police District Command who were granted P1,000 in incentive allowance, and the teachers who were granted P600. For teachers alone, we are paying P50.00 for every five years in longevity benefit, hardship allowances for Bagong Silangan, Payatas and Sta. Lucia. The total financial benefits for teachers amount to P71 million.

We likewise immediately pushed for the implementation of adjustments in our employees basic pay, granted the payment of loyalty incentives and uniform allowances. We are encouraging and supporting our employees efforts to make their cooperative enterprise more

...and building on for the future

viable the better for them, while enabling them to avail of low cost consumer commodities from the MINI-MARTS of our SMILE Project. We have just signed with the Philippine National Bank a Memorandum of Agreement providing for salary loans to our employees at certainly much easier terms than they currently avail of from the 5/6 operators. Scholarships and skills training are also being provided our employees. All these benefits in total out of pocket disbursements involve close to P300 million annually, a comfortable budget for most of our municipalities here in Metro Manila. But it is all worth it as our uniformed police personnel, backstopped by new equipment—vehicles and communication, plus new leadership, have been more visible and aggressive in keeping the peace. Our employees and our teachers have manifested more contribution in the pursuit of their responsibilities.

SECOND, the improvement in our traffic situation has still much to accelerate but the gains have been significant. This is most of all due to improvements in basic infrastructures. We had pressed vigorously with the national government for street widening and constructions of major thoroughfares—such as the widening and the fly-over in Commonwealth Avenue. Obstructing squatters colonies in major streets—such as Agham, Visayas, Quirino, Mindanao, Araneta, Aurora, among others have been removed and resettled. More traffic signalling facilities have been installed in strategic corners, and thanks partly to our civic minded friends from the private sector, many street traffic signals are now connected to their generators so that brownouts do not affect our traffic signalling. There is continued traffic flow monitoring and improvement as we develop these new solutions through our regular meeting with various local and national agencies such as the Traffic Management Center, the Department of Public Works and Highways, the PNP and our own Department of Public Order and Safety, through the Metro Traffic and Transport Coordinating Committee. About 680 City Traffic Aides working with those of Metro Manila Authority, better trained, equipped and uniformed are now visible in key congestion areas. More such aides are being recruited and trained to augment the present contingent. Our link to Metro Manila Authority has been most helpful in this respect.

THIRD, perhaps the area where our greatest impact is most felt is the social development and services covering education and manpower development, health and medical services, social welfare, housing and livelihood services, (that is poverty alleviation), services for the urban poor, and services to the youth and the elderly.

In health, our basic programs in Tuberculosis Control, in Nutrition, and in Maternal and Child Health Care and other special medical services had served a total of some 817,245 beneficiaries through our Department of Health. Add to that the outreach initiatives of our SMILE program, a complementary and supplementary intervention, 22,000 more (of which 12,000 are children) patients have been served in 54 barangays or 39% of the total number of barangays. Our participation in the National Immunization Program immunized some 401,123 children in our City. We have ongoing efforts in control of respiratory infection (20,178 cases), control of diarrheal diseases (18,163 cases), Tuberculosis control (38,059 cases) and leprosy control (274 cases). We are as well active in population and family planning program.

Our medical/dental services reached 119,000 patients through the medical clinics and mobile centers, 335,474 dental patients, our efforts in effecting our regulations on food sanitation, water sanitation, insect and vermin control, other sanitation and hygiene promotion activities are borne out by the extent and number of health certification examinations undertaken.

We are a key participant in a foreign-assisted project, the Urban Health and Nutrition Program funded by the World Bank. The Quezon City General Hospital has been undergoing physical as management renovations and rehabilitation to enhance its c ties, while 11 more health centers are to be put shortly.

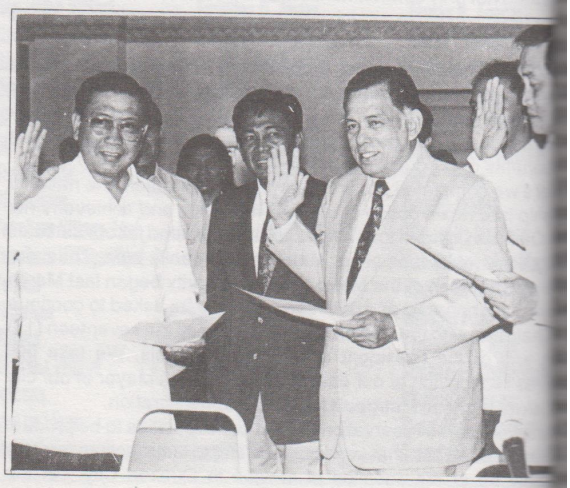
In social welfare services through our Social Services Dep we have reached a total of 52,357 beneficiaries or about 10 of the total 518,400 families belong to the 30% bottom poor of the city. This was through our family life development and cou services, nutrition and mothering services for children, disab special care programs particularly for the disabled and elde employment assistance through skills training to some 299 b aries. We continue to support the Molave Youth Home Reception and Action Center for mendicants and youth of And we opened the Yakap Day Care Center for Quezon C employees benefitting 41 children, the first of its kind among th Cities and municipalities. Our drug addiction control and pre program, with initiatives from the Vice-Mayor's office, has be viable program that will continue to be supported.

Three major fires had devastated squatter areas involving of 1,600 families - which have been assisted with respect to the and rehabilitation needs, while we work for a more viable hous resettlement program for them. Similarly benefitted were 3 flood victims.

Task Force SMILE reached out to 39 barangays in many a of skills training, livelihood development, relief and assista calamity victims, and in terms of our special efforts in P provided water services under OPLAN: PAGLINGAP SA PA In addition, 36,817 customers have benefitted from low-cos modities through the SMILE mini-marts.

The Office of Senior Citizens Affairs has been instituted, nated with the City Council and has extended assistance to a thousand senior citizens to gain benefits as provided for by

We have committed ourselves to being an education Mayor see our burgeoning population which increases by 4.3 per cen year (higher than the 2.3 national average) needing quantum i provision of educational places as well as meeting the need young population to have solid basic education for employme good citizenship. Let us highlight our intiatives in this regard. W built 30 school buildings with a total of some 240 classrooms science laboratories in 20 elementary schools and 7 high s through the combined contributions from the national school b program of DECS and the Department of Public Works and Hig



...through city financing from the School Board Fund, through ... of private benevolence. The School Board will fund an ... twelve school building this year. Still, we do have backlogs ... classrooms for elementary and 210 for secondary schools with ... teacher shortage, inspite of our having funded the appointment ... contractual teachers. The backlogs is due to enrollment ... of 8.2 per cent for high schools and 3.9 per cent for ... schools. School building constructions are now going on ... schools and elementary schools.

... President has in particular directed the acceleration of the ... building program and a special instruction for meeting the ... and teacher needs for Payatas.

... the pressure for expansion of our educational capacities ... we also need to develop more school sites.

... recognizing the need for enhancing the employment opportuni... our young population, a vocational high school at Tatalon will ... and the school building erected shortly.

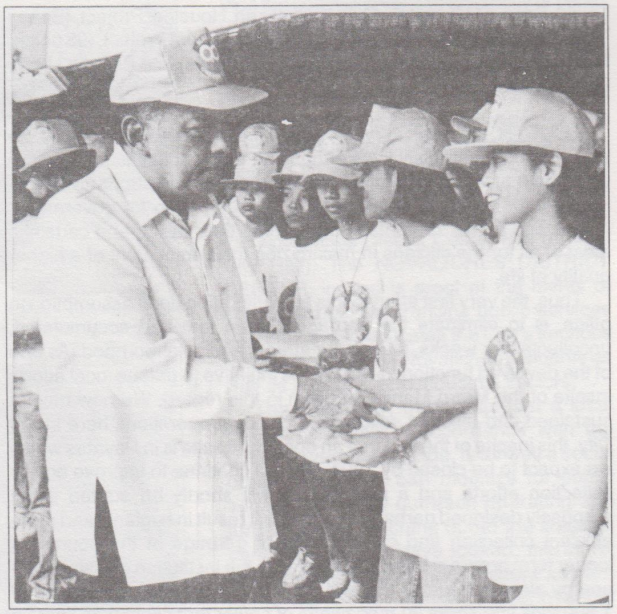
... we have now launched a soft implementation of our ... CITY POLYTECHNIC, expected to be fully launched in ... a high quality technician school that will serve to develop ... technicians in many areas—electrician, mechanics, crafts... skilled workers, electronic technicians, designers, among ... we envision the development of light industries in Quezon ... have expanded as well our Skills Training Center in San ..., benefitting some 17,000 trainees, and which will serve as ... the two campuses for our Polytechnic.

... have offered our City and indeed accepted proposals for our ... become a model urban center for many social development ... Not the least of which is education. Thus, we will launch ... drop-out program in the City with the support of the Depart... Education, Culture and Sports. There is no reason why we ... deprive school age children of the benefits of basic education ... them hope for a better tomorrow. The street children, and ... some estimates of about 30,000 of them here in Quezon ... who not only sell cigarettes, but who sell their bodies as well ... to drugs. Surely, many of them are helpful to the survival ... indigent families.

... had also adopted last year as one of the pillar programs, the ... and assistance program for youth of our City. Thus, ... these are the launching of the City Sports Program under the ... of the Quezon City Sports Committee, a new program office, ... particularly emphasized barangay-based sports and physi... development program. A key project in this respect is the ... Palarong Panglungsod sa Kabataan jointly sponsored ... Sanggunian Kabataan that was participated in by 6,486 ... individuals from 138 barangays. All aspects of sports devel... project launchings with greater participation by the youth. ... after some prolonged negotiations we have claimed our ... and control of the Amoranto Sports Complex. This should ... a boost to our sports development program.

... major thrust in youth development program is our schol... program through another newly created program office, the ... and Youth Development Program. Under its auspices, ... has benefitted a total of 1,742 scholar beneficiaries. The ... launched a special project to benefit talented urban poor ... (the street children) through the Performing Arts Studio for ... Youth, coordinates the project planning for the Quezon ... and soon will launch a Pre-College and Career ... Program. Together with our Industrial Relations Office, it ... the Presidents Summer Job Opportunities and Place... which was participated in by some 4,200 young people ... and high school students of the City.

... employment opportunities, particularly for the young ... has been high in our City's priorities. Thus, many of our ... programs have major skills development, livelihood ..., and employment assistance components. In particular, ... our initiatives in this respect through our Industrial Rela... which launched two successful JOB FAIRS in 1992 and ... resulted in local employment for 2,156 individuals, and ... employment for 384 and 453 more awaiting notices. We



have thus functioned as an effective employment agency not only for our local employers but in fact for overseas work. Our initiatives have had the active support of the Department of Labor and Employment.

Of crisis proportions from our estimation is the pervasiveness of the squatting phenomenon here in Quezon City. It is not just for shock value purposes but because it is borne out by visible realities that the proportion of squatters in our City is to the extent of 50 percent of the total city population. While this is a critical problem for the entirety of Metro Manila, it is relatively more serious here in Quezon City as indicated by the growth of the squatter population over the last two years.

Therefore, the City is faced with the pressing problem of housing, resettlement and basic services for this large sector of the urban poor.

While we have significant gains in our efforts in housing development, given the state of the situation, it would still take some gargantuan efforts and expenditures to provide housing for this large population sector. Through the support of the Housing and Urban Development Coordinating Committee (or HUDCC) we are tackling the housing problem. Through our Urban Affairs Office, over the last year we launched and completed a total of 41 projects under the Community Mortgage Program supported by the National Home Mortgage and Financing Corporation, benefitting 3,414 families, and 1,704 more families through the Unified Home Lending Program. About 1,751 units in socialized housing projects are either ongoing, under negotiations and for processing of loan financing.

Our efforts, however, have been seriously hamstrung by the Urban Development and Housing Act (UDHA) which has imposed severe constraints in our capacity to find resettlement and housing sites. The law provides a moratorium for squatter demolition, ejection and resettlement unless resettlement sites are developed and housing services provided. This requires, of course, massive financing and logistical efforts.

Pervasive squatting has also diminished property values and discouraged business expansion as business sites and locations are occupied by squatters, thus depressing our revenue base and further eroding our capacity to raise revenues to finance housing projects, among others.

The squatter resettlement and housing development will continue to be a major concern of our city government—though now with the backing of the national government and the Metro Manila Authority, which again look to Quezon City to initiate lead efforts in this regard. Encouraged by this, we now have ongoing housing site development in a number of places—at the National Government Center, in Payatas, among others. The socialized housing projects include:

Tawid Sapa (410 units), Q.C. Socialized Housing Project (Bahay Toro, 724 units), Sitio Mendez Urban Development Project, (95 units), Manresa Urban Development Project (439 units) and Escopa Urban Development Projects (83 Units).

FOURTH, our basic services aim to make it easier for our citizens to go through their daily lives enhancing their capacities to be more productive at work, promoting the appropriate and supportive environment for business enterprises to operate, even for government offices and public servants in performing their tasks, and certainly, most of all for the citizens in maximizing their enjoyment of a higher quality of life.

Thus, the very first effort to this administration upon assumption to office, is to eliminate the garbage pile-up that had accumulated, uncollected for weeks, fouling our streets and neighborhood. As one of the devolved functions, we took the initiative to pursue local efforts inspite of the Metro Manila program in this regard. We now have a sustained and efficient solid waste disposal operations here in the City, this inspite of the fact that an open dump site is in Payatas which we expect to be closed by 1994. We will continue to improve on our collection efforts and a pilot project will shortly be started using purposely designed garbage bins that will result in hygienic and more efficient collection and classification of garbage at the source. A longer term program being considered is the institution of a waste-to-energy plant in Payatas that will convert our daily accumulations of 1,600 tons into some 20 megawatts of power that could then light up and energize Payatas itself providing opportunities for manufacturing and processing enterprises to be put up in Payatas in turn generating employment for the area and Quezon city. That should eliminate garbage accumulation.

As you know, solid waste disposal has become a crisis problem as Metro Manila faces the prospect of a geometrically increasing garbage accumulation of some 8,000 tons in 1994 for Metro Manila (about 1,600 tons for Quezon City). The problem is not just that of Quezon City, but already collection and disposal of solid waste is a Metrowide problem, indeed a national problem.

This the President recognizes as he instructed the implementation of landfill operations in Carmona and San Mateo, directed the closure of Smokey Mountain and of Payatas, and the installation of waste-to-energy projects.

Just as we clean the ground, we also recognize the need to clean the air. We had launched our anti-pollution program, specifically, our anti-smoke belching campaign. That makes us the first city in Metro Manila to do so with the support of the Department of Environment and Natural Resources. We have apprehended and tested some 8,283 vehicles and took action against 49 polluting firms. Our efforts have been recognized by the inclusion of such program in the "HOY GISING" Honor Roll.



Our initiatives for cleaning and greening the City is un auspices of our CLEAN and GREEN Program. The program h implementing OPLAN QUARTERSTORM, a coordinated a grated efforts in waste disposal, beautification, greening, dec of waterways, sanitation, and even illegal vending and squatti OPLAN has already served some 928,149 residents in 35 ba and the schedule is continuing until all the 140 barangays ha reached.

The City itself—through its officials, the NGOs, the sector, the schools, the general public—has actively partici greening the City and the Metropolis. This is a national ca more than anything else. We have all become committe greening of our city. And who has not planted his quota of e trees? We probably have planted already more than two trees in Quezon City. And more, as our City must be a gr given its vast geographic expanse.

Supportive of these efforts of turning our city into a convivi to live in, we have made our City streets brighter with coo lighting of major city streets, in coordination with Meralco, an case of East Avenue in coordination with the Philippine T Authority. The efforts of our Parks Development and Admini Department not only included street lighting but certainly gr and beautification as it backstops seedling needs for tree plant parks development programs for the City and barangays.

Our infrastructure program through our City Engineer's Of achieved the asphalting and repairs of 14.55 kilometers of cit declogged and maintained 710 city streets, completed 10 kilo of drainage facilities. Programmed for start-ups are improve 19 high schools and 16 elementary school, improvement kilometer of city streets, 20 bridges, 10 foot bridges and 50 sheds and various drainage systems. Included are at least 1 centers, 10 day care centers, 5 multi-purpose centers, and in is the construction of a Legislative Building for the City which now be in the planning stage.

And as a matter of priority, the rehabilitation of the high Hall structure is ongoing and if schedules are followed sh completed by December 1994. This should be a big boos congestion and overcrowding of office spaces is now resu inefficiencies and waste. It has become as well an unhealthy environment for everybody. The sixth to the 14th floors ha unutilized for years as the previous administration made no efforts to rehabilitate the structure.

For both our employees and the general public, we had co the covered walks in front of our City Hall and the walkways at of the building towards the offices on the wing side of the h

For 1992, we had planned for P700 million worth of infra projects, and the plans for the next two years would cost the C P1.5 billion. These are magnitudes that indicate that our city big league but indeed a lot still needs to be done for us to becoming the true capital city of the country.

FIFTH, public assistance services are enhanced and ma efficient. The so-called frontline services refer to those tha dealing directly with our constituents, attending to their im personal needs, that affect their personal, family, profess business welfare. These represent the acid tests of what government can do, with both a heart and a SMILE.

Antedating even the People's Day of President Ramo Mayor's People's Hour (really a full morning) every Monday been looked forward to by all—rich and poor, individuals and young and elderly who have urgent needs for the Mayor's ac well as for actions by our legislators and department heads about 20,000 visitors have been attended through the People's Hour.

Launched last year as well is the Community Dialogue a through our Community Relations Office conducted in six ba already. CRO also coordinates with the Department of monitoring prices of basic commodities, helped in installatio deepwells, and coordinates with other offices of the city in many community level needs funded through the Lingap Fu



thus the convenience and efficiency of bringing City Hall closer to the people. The plan is to set up district offices for these frontline service offices, as mentioned, in the four districts. Thus, business permits and licensing awards or Treasury operations or civil registry requirements could be done at the District Offices. The model in this respect is our Novaliches Development Center to attend to the special needs of Novaliches through the Novaliches District Center Hall (or Mini City Hall). The NOVALICHES DISTRICT CENTER, indeed is proof of the merits of decentralization of frontline public services as it effectively replicates the City's services for the benefit of the Novaliches residents as well as business and industrial sectors.

The Barangay, more than just a local government unit in accordance with the Local Government Code, is as well a social organization that can mobilize for public service acting as outreach operating arm for the City in reaching out to the smallest communities. We have looked, therefore, at barangay officials, and leaders as partners in the city government efforts to render essential public services, and pursue economic and business development to improve life and the environment.

In this respect, while we have ourself been active in our personal contacts and liaison with our barangay officials, we have relied on our Barangay Operations Center for the day to day liaison with our barangays. BOC has facilitated the installations of new institutions and entities provided for in the Local Government Code. Thus administrative support to the barangay officials, installation into offices of the officials of the Sanggunian Kabataan, coordination of the holding of budgeting seminars for Barangay Captains and Treasurers, conduct of Project Ugnayan that effected productive dialogues with the Mayor and the City Officials, were the active efforts in this regard. Project Ugnayan brought to bare the situations in the barangays enabling the City government to have better perspective about barangay problems.

A most important project under the coordinated auspices of the BOC is the SUYOD BUWIS, SULONG KAUNLARAN, an advocacy and informational campaign program to encourage our citizens to be diligent with meeting their tax obligations to the City government. Teachers, City and barangay officials, NGOs and community organizations, civic organizations, and the media are participants in this project which we hope will contribute to the attainment of the City's revenue targets for 1993 and thereafter.

In coordination with other City offices, BOC launched the organization of the Barangay Brigades and likewise of the barangay units of the City Disaster Coordinating Council.

The Local Government Code devolved the franchising and regulatory operations for motorized tricycles to the City government, functions that used to be done by the Land Transportation Franchising and Regulatory Board (LTFRB). It was necessary to immediately put the operating and administrative system in place with this new responsibility to contend with. Our City Council was expeditious in passing the required ordinance in this respect, City Ordinance No. SP-15, S-92 also known as the Quezon City Tricycle Ordinance of 1992. Thus, the Tricycle Regulations Unit in the Office of the City Administrator was established and has now stabilized its operations, in dealing with some 8,747 tricycles in the City, may be close to 15,000 if colorums are considered. These are organized into 110 Tricycle Operators and Drivers Association that are monitored by the TRU. Expectedly, there is a number of problems involving the tricycles—traffic disturbance, disturbance of neighborhood peace, violations of regulations, rivalry activities among TODAS, problems the City has to deal with. Yet on the

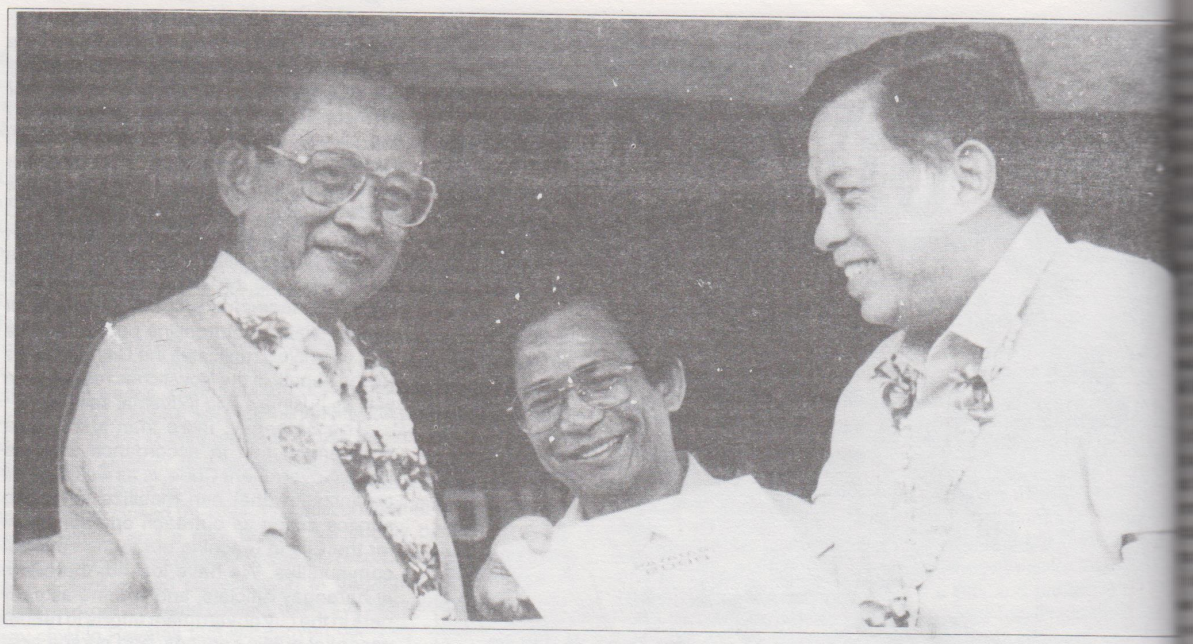
taken 173 dialogues with people's organizations, sectoral groups, owners associations, and others, the better to monitor public's ...ides and feelings and provide insights to how the City services ...be delivered. The Fire Brigades at the barangay level have been ...ized and operationalized to assist in the efforts of the Disaster ...inating Council of the City, organized recently down to the ...gay level. Thus, organizationally, the City at all levels, is now ...ct for dealing with disaster although much still needs to be ...ved in the disaster preparedness operations.

...unched also recently is the Frontline Management Service ...am for the benefit of the transacting public, and implemented ...gh the newly created Public Assistance Center administered by ... Force. It would serve as a lever to prod and accelerate actions ...e many offices and programs of the City government. We have ...ted Complaints Desks for Meralco and MWSS consuming ...the better for the city to make representations with these two ...utility enterprises.

...t in the planning is a Command Operations System, where ...nts in various parts of the City could be monitored using modern ...munication and computer facilities to enable the City service ..., the police, the fire department, and local officials to undertake ...action response particularly involving calamities and violence. ...streamlining efforts are now on going in many offices dealing ...with public clients - the Civil Registry Office, the Business ...its and Licensing Office, the City Treasurer's Office, the City ...or's Office, and certainly, the Mayor's Office and the City ...nistrator's Office. Of course, the Offices of our City Councilors ...the Vice-Mayor are always ready to extend the assistance to ...constituents.

...e is no reason why a couple wanting to get married can not get ...rriage license in an hour or less. Or that taxpayers petitioners for ..., permits, documentations, have to wait needlessly for hours. ...Thus, computerization of the above services are being planned for ...mentation by 1994 or earlier—to facilitate, and expedite ...sing and at the same time generate current and accurate data ...for management decisions. At the Civil Registry Office, micro- ...ing and imaging facilities are already in use to be further enhanced ...improved computerization.

...Further, decentralization of operations of most frontline service ..., is now being readied for implementation in 1994 or earlier,



overall, the tricycles constitute an important mode of transport particularly for commuters living out there in the far-flung barangays and neighborhoods of our geographically expansive City.

The City operates nine (9) public markets which are at the present time relatively underperforming, financially. But there is no reason why the total current revenues of P9 million could not be trebled in two years time—given the applications of new market rates, and given the expansion of business in the markets as facilities are improved. For this purpose, we created a Task Force on Markets and Slaughterhouses whose task is to improve efficiencies in market operations, expand revenue generations, stop illegal slaughtering and market vending malpractices, while at the same time continue to render the essential services to the buying public.

SIXTH, GIVEN all these range of functions and areas of operations for the City, there is clearly an imperative need for the improvement of the support services, and certainly, the improvement in the fiscal and financial position of the City.

Within our first year, all the essential offices, bodies, councils and committees that need to be established in the City as prescribed by law and by the Local Government Code among others have been set up. Thus, the School Board has been active and formulated decisions and plans for improvement of the City School system and administers some P176 million of Special Education Fund. The Health Board will soon meet. With the election of the NGO representative, the City Development Council can accordingly be activated to address the planning and development concerns of our City.

The City Planning Office has therefore assumed a major role over the last year in preparing the Plans and Programs for the City, while pursuing specialized assignments with respect to zoning and data base generation and documentation. Its most recent important achievement is the preparation of PAYATAS 2000 which was submitted to President Ramos, on the basis of which the President issued a directive to create a Presidential Task Force on Payatas to deal not only with the problem of acceleration of the socio-economic development of Payatas, but also to deal with solid waste management problem.

We decreed sometime last February, the declaration of Payatas as a Special Development Area, a designation which should be interpreted that Payatas should deserve the priority attention of the City, and if need be of the National Government. Thus, a Coordinative Development Planning Committee for Payatas was created to draft such a Plan. By this declaration, Payatas has indeed been given the focused attention of the City.

We have our SMILE Program direct its intervention in the... it provided new water systems and livelihood and health... particularly in the Lupang Pangako. So did our Health and... Services Department, Clean and Green Program, and Engi... Coordinating with Meralco, the Depressed Area Electrifica... gram launches its initial efforts in Payatas.

The institution of the Sangguniang Kabataan was expedi... assistance by the City Council, the Department of Local Gove... our Barangay Operations Center, and SMILE which provides... native support in the capability building needs of the SK thr... training workshop in Subic Bay.

A major support effort is indeed being provided by t... Services office, which has to deal with the logistical requirem... a big city government. GSO has adopted streamlining efforts... operations as it backs up operations of all offices. But there are... still areas for efficiency improvement and elimination of w... hence the need for balancing the merits of centralized procu... and inventory management system for the City. As we acq... services and as the scale of operations expand projected o... next two years, there is clearly a need for general service i... system to improve in a big way. That should clearly be the c...

AND SEVENTH, as business firms like to say, we are in... in the bottom line. We are no different. The bottom line is for... requirement of financial resources to support the scale of our... tions. What we have now are basically big city operations. W... plans are even bigger for the future, for the sake of our City...

In 1992, as we came in, the previous bidgetary cy... requiring of some P1.4 billion was supported by P1.098 bi... actual revenues, thus a shortfall of about P300 million. Inde... shortfall had created serious cash problems towards the e... 1992. Improved cash management minimized the problem... next few months of 1993.

The program for 1993 has a certified revenue level of ... billion, net of Special Education Fund of P176.32 million. Th... revenue projections is therefore P2.2 billion. On this basis our... expenditures program was set at P2.2 billion. The 1993... therefore, both in revenues and expenditures are about P800... more over last year. Yet, the total proposals submitted by all... for 1993 totalled close to P3.2 billion.

The revenue projects are clearly optimistic at the start gi... perception of no new possible sources, except for improvem...

collection efforts.

this purpose, we instituted approaches to accelerate and our revenue raising efforts: a) We created Task Force on ment Tax; b) we declared first a three month tax amnesty, now to September 30, 1993 and expect to generate an additional million; c) passage of the Quezon City Revenue Code which is to generate an additional P400 million; and d) launching of BUWIS, SULONG KAUNLARAN to campaign for citizen tion of their tax obligations.

Local Government Code provides for the revision of the of fair market values to be passed through a City ordinance . There is, of course, no question that the fair market values given the continuing demand for land residential, commercial industrial uses. Thus, even if our Revenue Code provides for real property tax rates, the revenues from the real property will increase.

1993 revenue projections of P2.023 billion is approximately or 99.8 per cent) over the 1992 actual collection. seems optimistic. As of this stage, there is no pressing reason our projections and accordingly modify our budgetary ming, given the four measures we have mentioned above. rtain, we are not going to experience the cash shortage we encountered towards the end of 1992, since our revenue is stronger and cash management system more effective. we prepare our budgets for 1994, the indications are there for estimates to reach the level of P2.8 to P3.2 billion. While this mistic it is not that unrealistic based on assessment of our capacities, our opportunities, and institutional and organiza- infrastructures to raise and collect.

significance from the standpoint of the fiscal position of our City ument is the grant of P800 million loan from the Philippine nal Bank, a first of its kind on both the PNB and local government, tions the City's infrastructure program, particularly the school g program, the construction of inter-neighborhood road net- ity, improvement of our public market facilities, among others. en recognition of the fiscal standing of our City government and dence in our capacity to raise revenues over the forthcoming . The loan is certainly a fasttrack initiative to avail of immediate ing to quicken the pace of our infrastructure program. It would Given us sometime to raise the same amount through our usual sources, or other means of borrowing. We are highly appre- s with the support of PNB to our City. We are confident of making e on this loan which then will set the batting average for us to avail PNB facilities which they are already offering.

City has clearly very good opportunities for expanding the base for increased revenue generation in the future. ove acceleration of business and economic development, thrugh ction of investments here in the City, given our land and fiscal and favorable tax environment should be the strategic revenue growth. As business develops and the City economy tes, revenues will increase. For instance, we need convention or ex, first class hotels, and a business center. We look to the 63 ar ea of North Triangles as among the possibilities.

Of course, pervasive squatting should be minimized if not elimi- y. Totally, as this depresses property values and becomes a pe ntive for business growth. Clearly, strategic efforts should be bi ult to resolve the squatting problem.

On the expenditures side, inspite of our level of revenue projec- we are instituting economy measures to make sure that expen- ove adjust to our revenue limits. Thus, reserves have been a ain measure to do this.

The biggest expenditure burden is obviously personnel which is Thing up close to the statutory limits of 45 per cent of total ditures. But that is understandable as we granted additional benefits to our employees numbering about 12,600, the and the teachers. Some of these benefits are mandatory, ally declared.

Of course, we look to some economies in this direction of review- personnel expenditures, but more importantly, also in the direction measures to increase the work productivity of our employees.

We are giving emphasis to our infrastructure program as this also provides the necessary foundation for improving public services in the City which if fully implemented will require some P700 million just this year.

These are the highlights of our fiscal position, the details of which will be reflected in our forthcoming financial report.

But this indication should be sufficient to convey to us that we currently and potentially enjoy a stronger fiscal position and thus allowing us to proceed to pursue aggressively the programs that we envision for the benefit of our City and people.

Looking then to the remaining portion of our term, which is not too far away, we have certainly a number of proposals. We should not, however, be deterred from looking into the longer run, say up to 1998, to formulate strategic plans for the City as development for a great city must be in that time horizon to enable us to foresee greater range of options for achieving our vision.

FIRST, we will continue to be guided by the Ten-Pillar guidelines that we proposed last year - essentially expanding on these and accelerating the delivery of essential public services.

SECOND, we must continue to clean, green and beautify the City as a condition for improvement of the quality of life of our people.

THIRD, we must accelerate the development of and assistance to our depressed communities. Our initiatives with respect to Payatas should be our model in this regard.

FOURTH, we will continue the enhancement program for our human capital, making them more productive by improving on the skills and competences of our employees and other public servants, and rewarding productivity at the same time.

FIFTH, we will work to keep the pristine vision of our City as described by the Founding Father, President Manuel Luis Quezon, by keeping intact the present geographic integrity of the City and at the same time exert the initiative to have our City continue to be the venue of our legislative institution, our Congress.

SIXTH, we will give priority to business and economic development as the preferred option for strategic growth of our City.

Aggressive selling of the City to promote investments in the City should be undertaken. Accordingly, we identify such areas and prepare the development blueprints for that purpose.

AND SEVENTH, we will work to achieve a high level competence and integrity in our governance and administration the better for our people to continue keeping their thrust in us and thus continue to give their support and cooperation.

As I close, I must pay my respects and express my appreciation to all my Colleagues in our City Council, Vice-Mayor Charito Planas and the distinguished Councilors. You have been marvelous in your support of the Cities programs with your prolific outputs of ordinances and resolutions - particularly those with respect to enhancement of our employees welfare, those with respect to launching of programs and projects for basic services, and those with respect to enhancing the opportunities for improving our City's finances as manifested in the quick passage of our City Revenue Code. These are signal achievements of a City Council who moves in tandem with the Executive for the good cause of serving our people.

You have on your own individually given your own respective constituencies the expected services from their representatives.

All these go into the total afforts that have resulted in accomplishments that we have achieved over the last year. There is that certain synergy of combined efforts in partnership and cooperation, resulting in the sum of the parts greater than the whole.

You deserve as well the commendation of our people. And accept my own official and personal appreciation for your cooperation and support.

Thus, we can look forward to the brief remaining part of our term, hoping to build on more on the achievements we have, and with greater confidence and inspiration, pursue the path of decisions and actions that can bring forth the greatest benefits to the greatest number of people in our beloved City. We can and should do no less.

THANK YOU AND GOOD DAY.

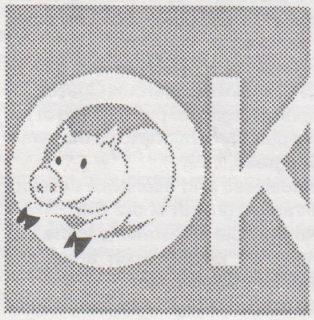
The service offices: Deliverin

CITY HEALTH OFFICE—VETERINARY SERVICES

THE Veterinary Services Division(VSD), of the City Health Office, performs a three-tined function that range from ensuring that the meat on your plate is fit for human consumption and that your neighbour's dog is not rabid.

These functions include: 1) meat inspection; 2) animal disease control; and 3) treatment and immunization of animals.

Under meat inspection, the VSD conducts: a) an antemortem inspection of live animals confined for at least 24 hours in the city corrals; b) issuance of permit to slaughter hogs and cattles after the satisfaction of requirements; c) postmortem inspection of animal carcasses and meat; d) issuancs of inspection certificate; e) post abbatoir inspection in the city's various markets; and f) condemnation and/or confiscation of so-called "hot meat", or meat that did not pass legal inspection.



To control the spread of animal diseases like dog rabies, particularly those transmissible to humans, the VSD conducts an annual free vaccination in the different barangays of the city. To avail of the service, the barangay chairman or even village associations may officially request the VSD to conduct a mass immunization of dogs in their respective barangays; or a dog-owner may just personally bring in his dog to the VSD office located at the cluster of buildings behind the main City Hall building. Currently,because of the lack of logistics and supply, the VSD can only accomodate or immunize 150 dogs per barangay.

There is also a plan to put up an animal care division (city pound) which will take care of the apprehension and impounding of stray animals at the city corrals.

The VSD, currently headed by Dr. Ireneo P. Encomienda Jr., has a current personnel complement of 3 regular meat inspectors and 6 casual employees, accordingly assigned to the city's four slaughter houses.

CITY HEALTH OFFICE—FAMILY PLANNING

AS its name implies, the Family Planning Office under the City Health Department provides services related to family planning.

These include:

a) pre-marital information and health education;

b) family planning which include counselling on birth spacing and the family planning methods and options availabe to the prospective couple;

c) pre-natal clinic;

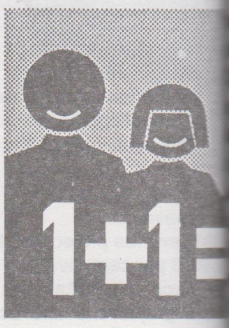
d) treatment of minor gynecological disease;

e) pap smear;

f) information and motivation;

g) basic medical services; and

h) well baby.



According to Dr. Remy C. Maramba, physician-in-charge, what they actually promote is not population control but population management.

"What we emphasize is responsible parenthood t ultimately, it is the quality of children that couples ra will lead the way towards the kind of better society dream of," she said.

"Always, in our family planning seminars, we s would-be couples that every child should be a want Maramba added.

Maramba, who trained in counselling in the Univ Tokyo and in Los Angeles, also said that in marriag selling, they stress the importance of tried and teste and virtues which make for a lasting relationship like fidelity.

Family planning seminars and its immunization pro children are two of the most important services of th

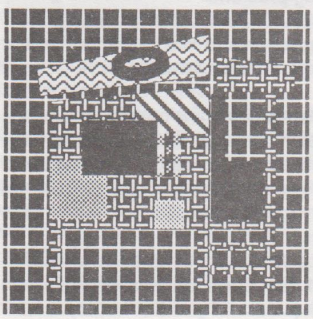
For one, would-be couples are required to submit cate of having undergone a family planning semina they can be married.

Its immunization program, (every Wednesday), p free vaccination for children for BCG, DPT, anti-tetan and measles.

Dr. Maramba is ably assisted by one nurse, E Bandayrel, one midwife, Lilia J. Bagua, and one uti Federico Cleal.

URBAN POOR AFFAIRS OFFICE

THE Urban Poor Affairs Office (UPAO), headed by I. Ampongan, was created to respond to the nee decent human se and of providing ance to the marg sector of the city.



Basically, the UP ordinates all the ef functions pertainin urban poor, mana resolution of probl volving squattin squatters, and for strategies, works, p

hat's needed, when needed

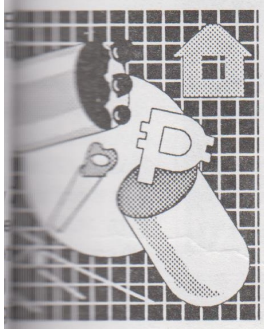
ms to alleviate and uplift the lives of the urban poor.
psule form, the UPAO performs the following services:
nsus-Survey Program - which involves the gathering of
phic, socio-economic, locational and structural and
l data on the various depressed areas in Quezon City;
f July 31, 1993, the UPAO has already conducted
in 180,683 squatter families and identified 81,390
es.
mmunity Mortgage Program - involves the acquisition
for allocation to qualified squatter families.
ified Lending Program - is a national government
which the Quezon City government implements, with
PAO acting as originator for loan borrowers; and
itration and Conciliation Program for the Urban Poor
ically a mechanism for solving land claims and owner-
disputes through several modes of compromise and
es between the contending parties.

L SERVICES DEPARTMENT

ocial Services Department is imbued with the philoso-
that the disadvantaged should be provided with the
tunities to become self-reliant and participating mem-
f society.
psule forms, its basic programs and services, include:

mmunity Outreach Division

Family and Community Development Program consists
ous services aimed at providing assistance to the
disadvantaged families and communities to develop
pabilities as well as defining their needs and formulat-
utions to bring about changes in their lives.



B. Women Welfare Program—involves the skills and capability training aimed at empowering women and stopping exploitation of women.

C. Disabled Persons Welfare Program—provides services and capability building for disabled persons and their rehabilitation.

D. Child and Youth Welfare Program—is intended
ren and the youth of the city. This program covers their
protection and rehabilitation aimed at ensuring their
adjustment and total growth and development.

are and Relief Division

division provides relief and restoration services to
of natural calamities as well as trainings and informa-
tion dissemination on disaster preparedness and prevention.

Under this division are:

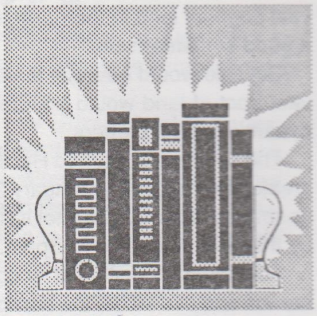
a) Public Assistance Services—like burial, material, medical and transportation assistance; and

b) Volunteer Development and Auxillary Services which involve community mobilization, particularly during times of natural calamities.

III. Residential and Rehabilitation Division

This division provides temporary shelter and rehabilitation services to youth offenders, street children and transients in the city.

IV. Vocational and Skills Development Division



Programs and services under this division involve skills training in employable vocations, as well as capital assistance and placement services.

QUEZON CITY PUBLIC LIBRARY

THE Quezon City Public Library basically offers information services to the city residents through its operation of a public library at the Quezon City Hall compound as well as in various barangays of the city.

Briefly, its services include:

a) acquisition of information materials, like books, magazines and newspapers in all fields of learning and discipline;

b) provisions of finding aids to research like indexes and catalogues;

c) research and information assistance;

d) current information services through its newspaper index; and

e) photocopy services.

Among its collection of books include atlases, gazettes, almanacs, yearbooks, maps, dictionaries, manuals, handbooks, maps and other reference books, including a sizable collection of law books, periodicals and audio-visuals.

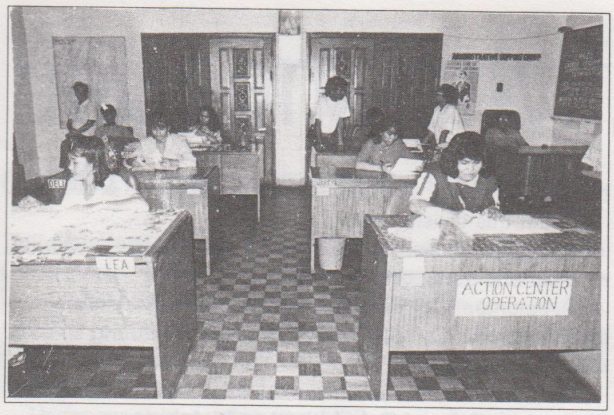
Thus far, the Q.C. Library has served more than 750,000 clientele and distributed 5,000 books to different barangays.

Its Bookmobile Service visits two barangays every week.

The Q.C. Library is open to all. Office hours is from 8 a.m. to 5 p.m. from Monday to Friday, with no noon breaks.

On Saturdays, the library is open from 8 a.m. to 4 p.m.

To borrow fiction books, the Q.C. Library requires a Library card which is issued upon presentation of 2 ID pictures and the assurance of 2 guarantors.



Inside Nova's Mini-City Hall

THE 62nd Spanish governor-general to the Philippines, Manuel Pavia y La Marquez de Novaliches, had noticed, in one of his habitual inspection tours of the territory, a vast cogonal land in the north, which he thought could make a good settlement site.

But little would he have foreseen that a century later, this vast tract of land would become one of Quezon City's most dynamic growth centers.

The settlement, named Hacienda Tala or Tala Estate, was created into a town on January 26, 1856 and, at the request of its settlers, was named after its founder, Novaliches, who had by then been recalled to Spain.

According to historical accounts, it is composed of five barrios and five sitios: the barrios of Bagbag, San Bartolome, Bagbaguin, Kaybiga Llano, Bagumbong, Deparo, Camarin and Tala, and the sitios of Capri, Damong Maliit, Pasong Putik, Maligaya and San Agustin.



Nova hosts skills training center

From the American regime to the early years of the post-war Philippine Republic, a chain of events unfolded that saw Novaliches losing its status as a municipality, and its division between two cities—Quezon City and Kalookan.

Today, that chunk of Novaliches that falls within QC's jurisdiction is a vast spread of 3,173 hectares with over a hundred subdivisions carved out of its once hilly and wooded areas. There are 350,000 Novalenos spread out over the barangays that include the original barrios and sitios of Novaliches.

When Mayor Ismael Mathay Jr. took over the helm of the city government, he immediately took steps to fulfill his vow to ehnance the delivery of basic services. Novaliches, to him, was a special concern.

Novaliches then was already teeming with potential as a commercial and industrial center. Ironically, the state it was in portrayed the erosion of basic services expected from a local government unit. Traffic, especially, at the Quirino highway, seemed like an endless maze that took hours to untangle. Heaps of garbage lined even major roads. Ambulant vendors, not satisfied with the sidewalks, claimed the sides their own and spilled into highways.

Mathay named a tried and tested "action ma Baldoria—as administrator of the Novaliches Distric (NDC), which was set up in 1982 as an extension o government in the Novaliches area.

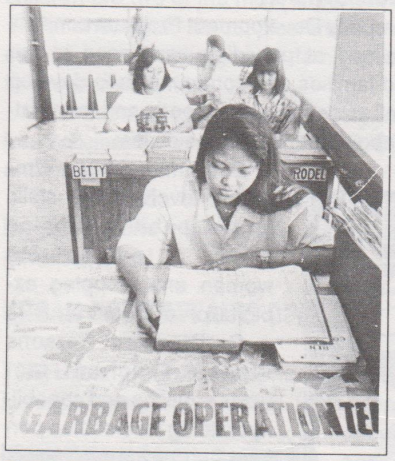
In pursuing Mathay's public service agenda, th under Baldoria's stewardship, devised ways and m sometimes employing unorthodox techniques—to ef deliver the services needed in the area.

The NDC, located at Jordan Plains Subdivision in No proper, reported a significant increase in revenue colle of the middle of this year.

In the area of traffic management, Baldoria made re tations with various jeepney drivers association a

NOVALICHE

An emergin growth are in the city



Garbage services a priority in Nova

governmen zations in ting-up of terminals monstrous snarls em from its ma arteries s Quirino Hi Sauyo Roa ral Luis and Road. NDC that there a than 100,0 ple commut in the No District.

The jeepney terminals, which will be equipped with facilities, like benches, lounging and meeting area tional signs, public toilets and pay phones, will house jeepneys at any given time.

In addition, garbage operation teams were also cr ease the garbage problem in Novaliches. Garbage uncl for weeks used to be a daily sight among its residents the mobilization of garbage operation teams.

At the same time, relocation sites were identified for a



...to the Nova District Center

vendors who posed as obstruction in the traffic-prone area. The NDC also conducts regular arrests to educate and enlist the help of vendors in the government's efforts to clean Novaliches.

To date, the efforts of the NDC to enhance the delivery of basic services in Novaliches proved to be a success. Being a genuine arm of the city government, the NDC has fully supported the city's revenue collection program, following the issuance of more health and sanitation permits, electrical certificates, business permits and motivated delinquent real property owners to pay their realty tax obligations.

Novaliches is an area characterized by vast potentials. With its strong desire to be at par with great areas in the city, the pursuit for Quezon City's next growth area will no longer be an impossible endeavor.

Highlights of NDC Services

- Mid-year revenue collections of the treasury department amounted to P13,102,647.83. For July,1993 alone, collections reached P2,071,292.22 already compared to total collections amounting to P6,695,871.24.
- Based on the semi-annual accomplishment report of the Health and Sanitation Department, a total of 1,124 applications for Health/Sanitation Certificates and Endorsements were issued bringing in over P59,000.00 in revenues compared to 1992's total generated collections of P73,110.00. Again, for the month of July alone, a total of 265 Health/Sanitation Certificates and Endorsements were issued amounting to P16,075.00.
- The Office of the City Assessor became the latest addition to hold office at the Novaliches District Center. From March 22 to June 15,1993, it came up with an initial generated assessed value amounting to 7,510.00 with tax equivalent of P1,030,054.04. For July, it recorded total assessed value of real estate in the area amounting to P13,441,150.00 with total tax equivalent of P268,370.18.
- The Office of the Building Official showed a remarkable accomplishment for the period between February to 1993. As per its records, the office was able to generate a total revenue collection of P1,387,298. from 595 building plans processed furing the period.
- Total generated collections of the Tricycle Regulation Unit reached P114,683.40 for mid-year 1993 for the month of July, collections amounted to 480.00. The TRU also registered an additional tricycle units after coordinating the establishment Tricycle Operator-Drivers Association (TODA) in Novaliches.
- A total of 849 permits and 1,046 electrical certificates were issued by the Electrical Department generating P54,961.10. For July, a total of P3,507.45 was collectedfrom 214 permits and 293 electrical certificates issued by the department.
- The Business Permit Licensing Office issued 572 new business permits and renewed 1,609 permits generating P4,217,605.71 from January to June,1993 as a result of massive inspection of business establishments by the NDC operations group.
- From the Office of the Fire Official, total revenues collected as of June,1993 amounted to P97,165.37 with 375 building plans and 656 business permits processed.
- The Liquor Licensing and Regulatory Board at the NDC generatedfees amounting to P131,400.24 with the issuance of 141 new permits and 245 renewal permits.
- The NDC Operations Group undertook massive inspection covering at least three barangays with some 842 business establishments inspected, consequently identifying revenue potentials of some 80 per cent of the toal establishments inspected.
- Evaluation conducted by the Human Resource Development Unit of the Mayor's Office gave NDC personnel a 100 per cent satisfactory rating. The HRDY also gave excellent ratings to majority of NDC personnel
- The Traffic Management Unit Sector II provided direction and control of the traffic situation in the area and for the period between January to May,1993 the unit arrested some 3,242 traffic violators.
- The Social Services Development Department at the NDC handled several cases that needed medical and financial assistance and conducted AIDS Awareness Seminars, marriage counseling and coordinated day-to-day operations in 31 Day Care Centers.
- The NDC Secretariat coordinated and spearheaded Oplan Alis Disease with a total of 98,737 children and women immunized. The fumigation program, dubbed "Bomba Nova: Contra Lamok," covered 13 barangays, while the dog vaccination operations recorded about 100 dogs on its first day.
- The Community Development and Information Center delivered vital information to the public through leaflets, posters, meetings and dialogues with residents. It also sponsored film showing at schools and barangays in close coordination with the PAISO of the Mayor's Office and the Philippine Information Agency.

Acknowledgment

For the full support extended by the following to the 1993 Quezon City Foundation Anniversary:

Hon. Mayor Ismael A. Mathay Jr.

Mr. Simplicio "Cio" Mathay
QC Sports Development Office

Ms. Estrella "Lily" Gerardo
City Budget Officer

Atty. Antonio Laudico
General Services Office

Mr. Patricio Dumlao
Business Permits
and Licensing Office

Officers and Staff of the QC Business Affairs Coordinating Office:

Mr. Dindo Simpao
Mr. Nena Ordonez
Ms. Sheila Marie de Silva
Mr. Felipe Saguisa

Officers and Staff of the Public Affairs and Information Services Office (PAISO):

Editorial - Headed by
Ms. Divina Paredes-Japa
Administration and Finance -Headed by
Mr. Gregorio T. Banacia

Mr. Robert Ong
Kalayaan Civic Organization

Ms. Bing Limjoco

The QC Day 1993 Souvenir Program Committee

Members and Working Staff

Chairman:	**Divina Paredes-Japa**
Treasurer:	**Gregorio T. Banacia**
Auditor:	**Rudy Andres**
Secretary:	**Teresita S. Maxie**
Editors:	**Rudy Andres** **Divina Japa** **Beth Marcelo**
Writers:	**Priscilla Icban-Torres** **Frank Penones** **Filemon Viduya**
Researchers:	**Ismael Cabugayan** **Jaime Manalastas**
Photographers:	**Romy Mariano** **Art Son** **Raul Samson**
Support Staff:	**Nelly Lumbaca** **Teresita Maxie** **Aida Calderon**
Utility:	**Marlon Caguioa**

CONFIDENCE BEHIND THE WHEEL

WHEELERS CLUB INTERNATIONAL

The value of a Wheelers Club Card goes beyond Free Towing Service.

BENEFITS AND PRIVILEGES

24 HOUR TOWING SERVICE
Confidence Behind the Wheel is immediate response anytime of day or night. Any day of the week.
If your car stalls or starts having problems and would need to be towed. Wheelers Club will assist you Free of charge 24 hours a day anywhere you are in Metro Manila.

RADIO COMMUNICATION
Confidence Behind the Wheel is more tow trucks deployed in key locations within Metro Manila. Contact is with them through our own radio communications network to get the tow truck nearest you to assist you within minutes wherever you are in the city.

CAR CARE SERVICES
Confidence Behind the Wheel is Discount benefits of up to 20% given to members by accredited suppliers of auto parts and accessories as well as automotive servicing and maintenance shops which carry the Wheelers Club Authorized Service Shop Sign.

RELIABLE INSURANCE PROTECTION
Confidence Behind the Wheel is assistance on your motor car insurance needs. Wheelers Club will also assist you in renewing your cars' registration with the Land Transportation Commission.

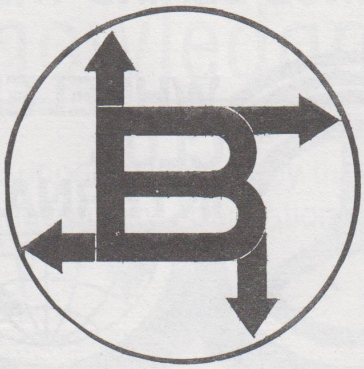
DISCOUNT PRIVILEGES
Confidence Behind the Wheel is knowing that you are entitled to special discounts of up to 30% in more than 3000 major establishments ranging from First Class restaurants to hotels and gift shops around Metro Manila.

WCI HEADQUARTERS
1186 QUEZON AVENUE, QUEZON CITY
TEL. NOS. 9212386 • 9212438

FOR IMMEDIATE ASSISTANCE JUST CALL

986210 986238

Major Credit Cards honored.



BANSON LUMBER CORPORATION

1151 -A Epifanio de los Santos Ave.
Quezon City, Metro Manila

Tel. Nos. 361-51-44
- 34-48-05
- 361-51-43
- 35-92-42

ISLAND METAL MANUFACTURING CORPORATION

"trusted name in steel products"

MANUFACTURER OF:

- STEEL WIRE RODS
- REINFORCING STEEL BARS
- NAIL WIRE
- SQUARE BARS
- NAILS
- BAIL WIRE

TEL. NOS.
361-44-76 • 361-46-55
361-49-97 • 361-49-98
361-50-77 • 35-64-60
35-74-45
• FAX: 361-51-51

CELLULAR PHONE
(301) - 2385

Howmart Road, Bo. Kangkong, Quezon City, Metro Manila
Republic of the Philippines
P.O. Box 1706 Manila

Breakthrough road technology from the USA

WESPRO

Asphalt Coldmix 308
The Incredible Cold Mix

What's Wespro Asphalt Coldmix 308?

Wespro Asphalt Coldmix 308 is composed of a mixture of coarse mine aggregates, fine material aggregates, mineral fillers and the chemically blende bonding bitumen "WESPROCRETE".

Materials Specification:

- The coarse aggregates are mechanically crushed stones, clean, tough and durab angular frgaments free from dirt, clay or other objectionable materials
- It has a percentage of abrasion loss of not more than 30% at 500 revolution as determine by ASTM METHOD C-131.
- The fine aggregates consist of manufactured sand composed of clean, tough an angular grains. It is dry and the materials are free from lumps or balls of clay and confor with the requirements of ASTM METHOD D-1073 "FINE AGGREGATES FOR BITUMINOU PAVING MIXTURES."
- The mineral fillers consist of limestone dust, dolomite dust, or other equally suitable rock du and are free from foreign or other objectionable materials.

Wespro Asphalt Coldmix 308 is the perfect alternative to concrete!
Only Wespro asphalt Coldmix 308 gives you these advantages:

- Excellent material for overlay and instant repair work
- Can be used rain or shine
- Resistant to fresh water, salt water, extreme heat and cold
- Great adhesion to asphalt, cement or any hard road surface
- Can repair any kind of pothole
- Easy to apply
- Long-lasting and economical
- Covers a bigger area per metric ton
- Has long storage life

Wespro Asphalt Coldmix saves you money...

- Lasts longer than ordinary asphalt
- Covers a bigger area per metric ton
- No wastage of materials
- No prime coat needed for overlaying on old roads
- No special tools, special skills, prime coat or rolling needed for patching

And saves you time—because with Wespro Asphalt Coldmix 308, traffic can be opene immediately after repair.

Wespro Asphalt Coldmix 308 is perfect for old and new roads, highways, driveways, patio parking lots, playgrounds, waterways, airport terminals and runways.

Wespro Phil. Inc.

Exclusive Licensee of Wespro Asphalt Products Inc., U.S.A.
Veterans Center Industrial Area, Tagig, Metro Manila

- PLANT: 828-35-28 (AYDA), 828-62-39 (TERRY)
- PARANAQUE: 828-93-90 (PAZ), 828-99-26 (JIM)
- SAN JUAN: 70-78-29 (PERRY)
- MANILA: 61-31-19 (NOLI)
- MAKATI: 85-03-79 (PAT)

Beyond giving . . . Beyond loving . . . A commitment

Himlayang Pilipino



PARK



LIFE PLAN



ACE PLAN

Fixed Value Educational Plan

8th Floor, Triumph Building, 1610 Quezon Avenue
Quezon City, Metro Manila
Tel. 98-96-71 to 75 Fax No. 96-73-28

Compliments of:

Maypalad Steel Corporation

Manufacturer of:

G.I. WIRES
CYCLONE WIRES
BARBED WIRES
N A I L S
& by-products

11-15 V. Ventura St.
Sto. Domingo Extension
Quezon City

Tel. Nos. 34-21-07
35-76-68
Easy Call: 869-1111

Compliments of:

TOYOTA QUEZON AVENUE, INC.

728 Quezon Avenue
Quezon City
Tel. Nos. 712-5001 to 06
712-6190 to 93

The Home of Original

MAMI



SINCE 1920

816 E. DELOS SANTOS AVE.
KAMIAS, QUEZON CITY

876 AURORA BOULEVARD,
CUBAO, QUEZON CITY

7-I GENERAL MALVAR ST.
ARANETA CTR., CUBAO, Q.C

Now across the Home of the Blue Eagles

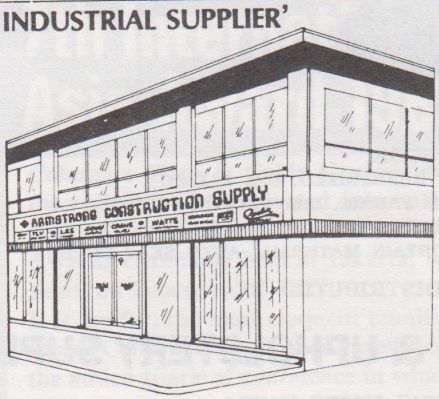
309 Katipunan Avenue, Loyola Heights, QC

Compliments of:

ARMSTRONG
CONSTRUCTION SUPPLY

358 G. ARANETA AVENUE, Q.C., M.M. • TELS. 60-50-61 to 63, 62-49-53, 62-45-60, 60-29-36 • FAX (2) 60-84-87

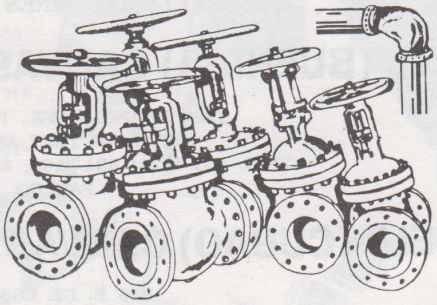
'INDUSTRIAL SUPPLIER'



One Small Step for your Big Needs!!!

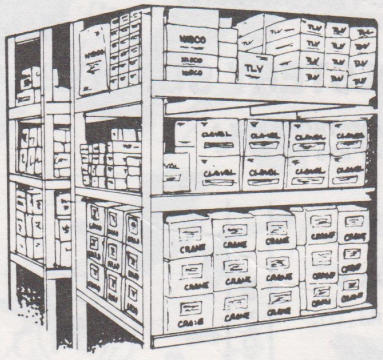
It does take only one small step from you to reach our complete lines of industrial pipes, tubes, fittings and valves originating from both the eastern and western coast of the world. Such distinguished and internationally reknown brand name as CRANE valves, TLV Steam Traps, NIBCO copper Pipe Fittings, CLA-VAL Valves, GEM Sprinkler Systems, and many more, would assure you of a prime standard quality of your product requirement.

You are always welcome to visit our showroom and inspect our arrays of product display. We stand ready to serve you at all times.



Quality & Value

As a customer, we guarantee fair value of your every purchase. Our ample stocks and above level inventories provide the means for us to share with you a lower costing of any item that you may select. Savings is the catch word of the hour, and when you go ARMSTRONG, you can never be wrong.



CRANE VALVES

HAWK ANCHOR

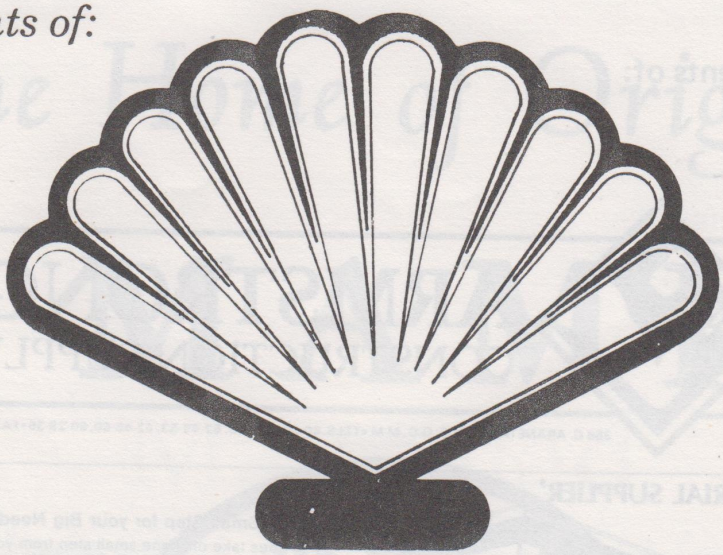
TLV STEAM TRAPS

Gem SPRINKLER SYSTEMS

Gould SOLENOID VALVES

CLA-VAL CO. automatic control valves

Compliments of:



DISTRIBUTOR:
IMPORTED U.S. MOHAIR, U.S. RUBBERIZED, U.S. FABRIC
ENGLAND FABRIC, BELGIUM FABRIC, U.S. VELVET,
U.S. LEATHERETTE
CARPET, WALL PAPER, HOUSE & CAR CURTAIN MATERIAL, AUTO SEAT COVER

EXCLUSIVE LINES DISTRIBUTED BY:

SHELL (BUENDIA) CANVAS & UPHOLSTERY SUPPLY

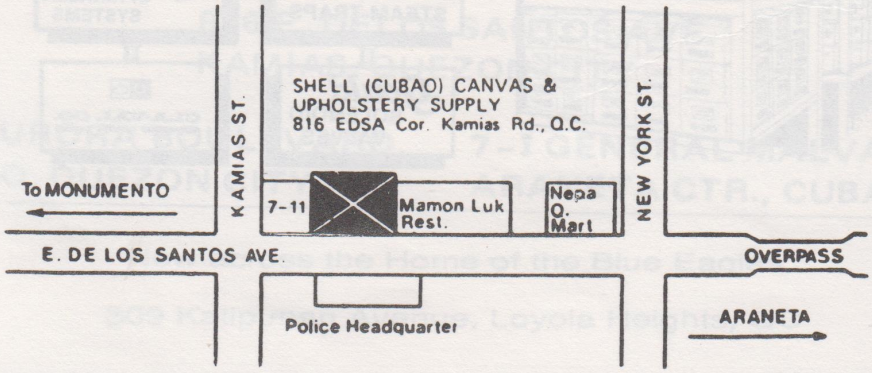
1999 BUENDIA AVE., PASAY, METRO MANILA
(BETWEEN TAFT AVE. AND LEVERIZA)
TELS. 831-4721; 831-3103; 831-6353, 832-1282; 832-1287
FAX NO. 834-2711

SHELL (CUBAO) CANVAS & UPHOLSTERY SUPPLY

816 E. DE LOS SANTOS AVE.,
CORNER KAMIAS ROAD, QUEZON CITY
TELS. 922-8708; 922-8711; 922-7797; 921-8546
FAX NO. 922-8698

SHELL CANVAS & UPHOLSTERY SUPPLY

2345-A TAFT AVENUE, PASAY, METRO MANILA
TELS. 831-0348; 833-0478; 833-0477

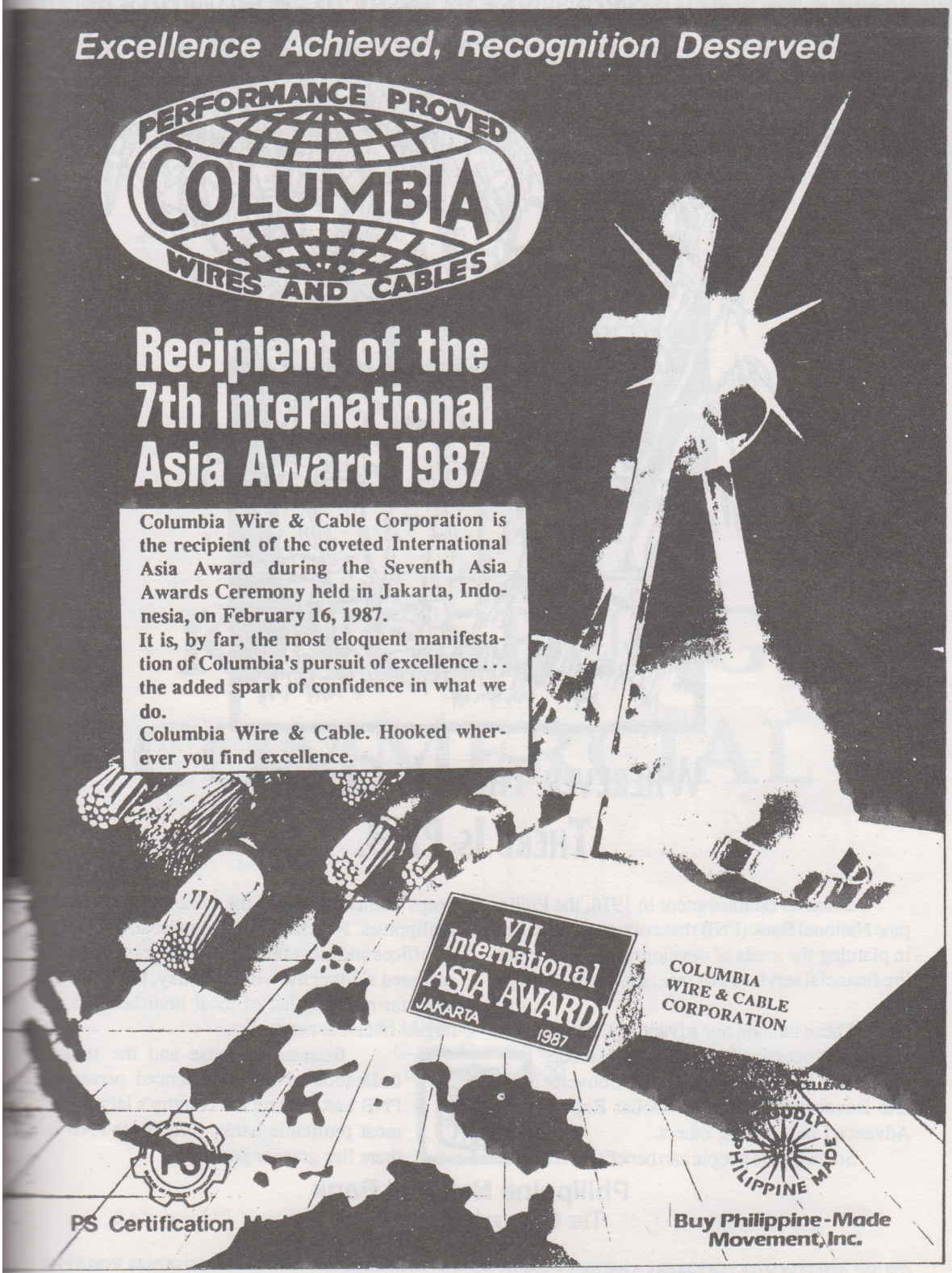


Excellence Achieved, Recognition Deserved

PERFORMANCE PROVED
COLUMBIA
WIRES AND CABLES

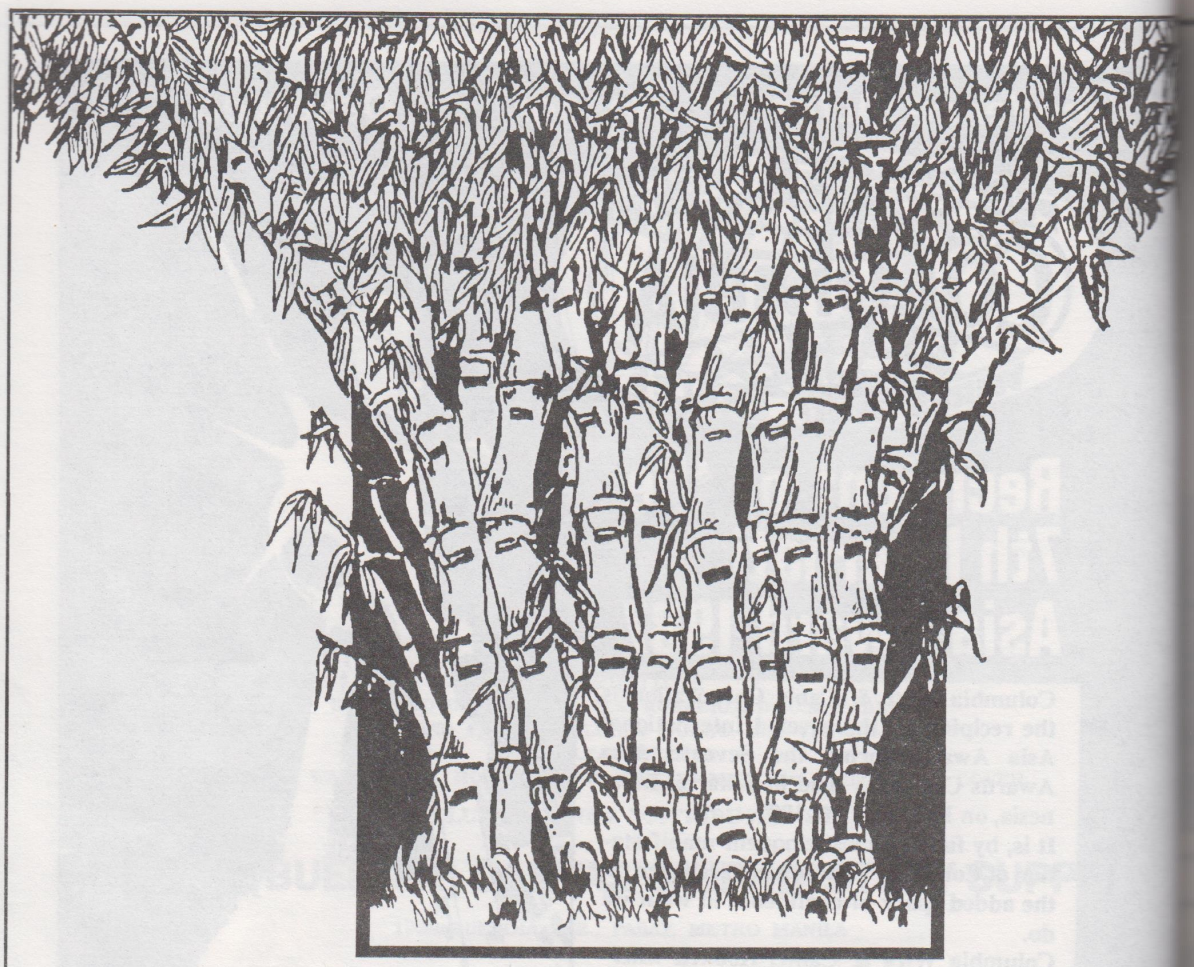
Recipient of the 7th International Asia Award 1987

Columbia Wire & Cable Corporation is the recipient of the coveted International Asia Award during the Seventh Asia Awards Ceremony held in Jakarta, Indonesia, on February 16, 1987.
It is, by far, the most eloquent manifestation of Columbia's pursuit of excellence . . . the added spark of confidence in what we do.
Columbia Wire & Cable. Hooked wherever you find excellence.



COLUMBIA WIRE & CABLE CORPORATION

75 HOWMART RD., BO. KANGKONG, QUEZON CITY, PHILIPPINES
Plant Tel. Nos. 3616151 to 58 Fax No. 3610579



WHEREVER THERE IS GROWTH, THERE IS PNB.

Since its establishment in 1916, the Philippine National Bank (PNB) has continuously helped in planting the seeds of development. By providing financial services that meet the needs of Filipinos.

These include our advanced Electronic Remittance Processing System. Liberal credit programs such as the Peso-Dollar Convertible Revolving Credit and Dollar Export Advance Loan, among others.

So that more people can benefit, PNB keeps branching out to the remotest areas in the Philippines. Reaching Filipinos abroad through its 18 offices and more than 760 correspondent banks scattered all over the world. Today, PNB has the most far-reaching list of local branches and the largest overseas network.

Because of these and the tireless dedication of our experienced personnel, PNB has become the country's largest and most profitable bank. Wherever PNB is, there lies greener pastures.

Philippine National Bank

THE COUNTRY'S BIGGEST BANK

PNB HAS ASSETS OF OVER P108 BILLION. A NATIONWIDE NETWORK OF OVER 245 BRANCHES, 18 BRANCHES AND OFFICES WORLDWIDE AND OVER 760 INTERNATIONAL CORRESPONDENT BANKS. Member of the Philippine Deposit Insurance Corporation. Deposits insured up to P100,000.

MEGALINK

Special Greetings from:

Janet M. Perfecto
General Manager

KINGSBURG COMMERCIAL

#13 Unang Hakbang St.
Galas, Quezon City
Tel. Nos. 61-63-20

A CALL FOR COMMUNITY

It begins when a villager seeks help from neighbors in moving his home.

Soon the men among the townfolk gather about. Lifting the nipa house on their shoulders, they carry it to another side of town in cadence and song. After the feat, they celebrate their achievement with a hearty feast prepared by the women for everyone.

This is Bayanihan.
Once referred only to cooperation among Filipino farmers during harvest time,
it now means the coming together of a people to help one another.
Be it from moving homes
to helping an entire nation overcome times of crisis.

Bayanihan.
One of many forms of communication.
A testimony to a vital human need.
To express our thoughts and ideas.
To reach within ourselves and the world around us.

PLDT
The Telecommunications Company



KEEPING YOU IN TOUCH

A CHANGE OF NAME

Engineering Equipment, Inc.
has today changed its name to
EEI CORPORATION.

To mark the beginning of a new era of renewed strength, dedication and excellence.

To assume the EEI acronym as our new name for which we are more popularly known.

To reflect our strong efforts of broadening the scope of our business activities.

To keep faith with our fundamental Corporate Philosophy of PIONEERING, GROWTH, LEADERSHIP.

Yes, today we are . . .

EEI CORPORATION

188 E. Rodriguez Jr. Ave., Ortigas Industrial Estate
Libis, Quezon City, Metro Manila 1110
Tel. Nos. 635-0851 to 56
Facsimile Nos. (632) 635-0861, (632) 635-0975

YOUR FULL-SERVICE 24-HOUR SOURCE OF NEWS, ENTERTAINMENT, INFORMATION & PUBLIC AFFAIRS

BROADCASTING WITH 50,000 KW IN
RPN Stereo Sound
WHERE AVAILABLE

THE CONCRETE Solution

CONTINENTAL CEMENT

CONTINENTAL CEMENT CORPORATION

Recipient of 1989 European Gold Star Quality Award

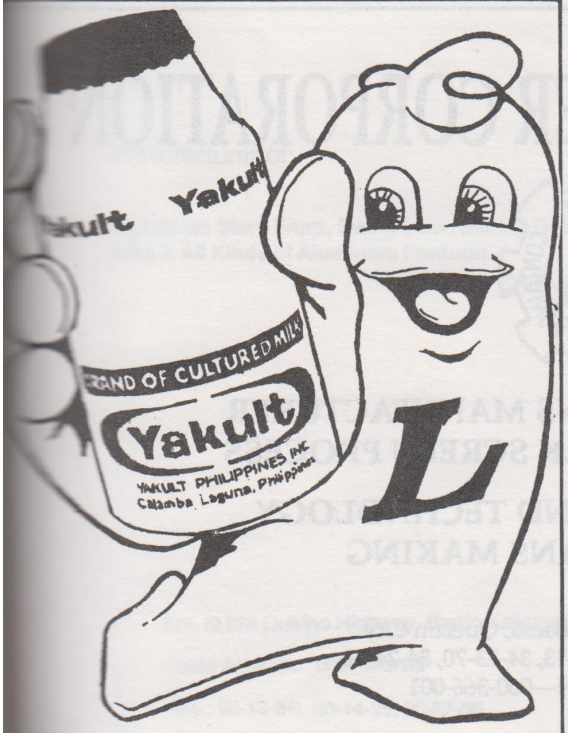
Head Office:
2nd Floor, Triumph 1 Building,
1610 Quezon Avenue, Q.C.
Plant Site:
Barrio Bigle, Norzagaray, Bulacan
Telephones:
98-18-88, 99-91-02, 98-07-55

Special Greetings from:

Norma de Guzman
and
Josefina Hollero

Edphil Trading
and
JAH Enterprises

#36 Matulungin St., Teachers Village
Quezon City

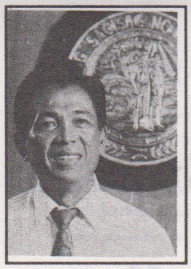


Make it a habit to drink
Yakult everyday for better health.

ONLY THE BEST!

VIVA FILMS
VIVA RECORDS & TAPES
VIVA HOME ENTERTAINMENT
VIVA TELEVISION
VIVA ENTERTAINMENT

Viva Group of Companies
#16 Scout Albano Street,
Diliman, Quezon City
Tel. nos. 989651-58



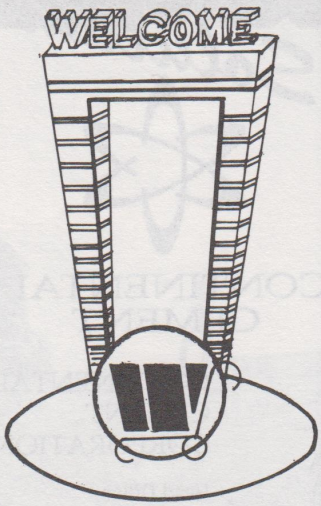
Republic of the Philippines
MUNICIPALITY OF
MANDALUYONG
Metropolitan Manila

OFFICE OF THE MAYOR

WARMEST GREETINGS TO THE LOCAL OFFICIALS AND RESIDENTS OF QUEZON CITY ON THE OCCASION OF ITS 54TH FOUNDATION DAY.

MAYOR BENJAMIN S. ABALOS
Mandaluyong, Metro Manila

"Although we're not the biggest, we're one of the cheapest."



WELCOME SUPERMART

2 N.A. Ramirez St., Espana Rotonda, Quezon City
Tel. Nos. 712-0698; 732-0509; 732-0585; 712-3267; 732-

CENTURY CONTAINER CORPORATION

CENTURY • CONTAINER • CORPORATION • 1926 •

METAL SHEET & TIN CANS MANUFACTURER
TIN LITHOGRAPHY & SILK SCREEN PROCESS

LATEST MACHINERY AND TECHNOLOGY
FOR SANITARY CANS MAKING

117-119 Quirino Highway, Baesa, Quezon City
Tels. 3422-30, 34-22-09, 34-22-13, 34-23-70, 34-24-32
FAX No. 34-24-32 • TIN—000-366-001

Cable Address:
"CENTURYCAN"
Manila

Compliments of:

UNITED ALUMINUM FABRICATORS

The Biggest & Strongest

U-I Heavy Duty Jalousies

Jalousies in the Country

Manufacturer of:

Aluminum Store Front, Swing Door, Sliding Door, Screen, Show- Case, Aluminum Rivet, Aluminum Wire & All Kinds of Aluminum Products

"A-AJALOUSIES"

Km. 19,1128 Quirino Highway, Barrio Kaligayahan, Nova., Quezon City

Cable Address: "0007 Manila"

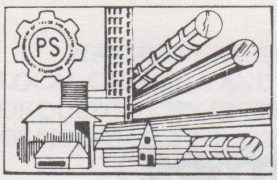
Tels.: 90-13-84; 90-14-25; 90-37-06

Compliments of:

LICENSED BY BUREAU OF PRODUCT STANDARDS

BEST INDUSTRIAL STEEL MFG. CORP

66 KAINGIN ROAD, QUEZON CITY



MANUFACTURER OF HIGH QUALITY REINFORCING STEEL BAR PLAIN & DEFORMED

ALL CONFORM TO ASTM & PHILIPPINE STANDARD.

TEL.

35-38-61 35-76-05
35-72-81 35-87-42

ROBIN ROBI
ROBIN ROBI
ROBIN ROBI

Greetings from:

THE CIVIL RELATIONS SERVICE
ARMED FORCES OF THE PHILIPPINES

"As we celebrate the 54th Foundation Day of Que City, we pay tribute to the citizenry for their vigila in preserving the peace."

BRIG GEN RENE S DAD
Commanding General
CRSAFP

Denso Motor Sales, Inc.

Denso Motor Sales, Inc.
27 Araneta Avenue
Quezon City, Philippines
Tel. Nos.: 60-83-35 & 60-39-11

Branch: 48 Banawe St., Q.C.
Tel. Nos.: 732-0027, 712-0021, 712-0269



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

Jose de Venecia, Jr.
Speaker

GREETINGS:

ON THE 54TH FOUNDATION DAY OF QUEZON CITY

For equitable income redistribution... announcing a new business address.

Countryside development. For the government, it is an important step towards equitable sharing of our nation's wealth. For the rural Filipino, it is an opportunity to prosper, as every Filipino deserves to.



SAN MIGUEL CORPORATION KAISA SA PANGARAP NG BAYAN

DIAL SSS

TELEPHONE SERVICE

We have added two new hotlines to serve you better. Call:

923 -2323
for 24 - hour automated telephone assistance on your contributions.
Available from Mondays thru Saturdays.

923 - 2424
for telephone assistance and information on various programs and on the status of your benefit and loan applications.
Available from 8 a.m. to 5 p.m., Mondays thru Fridays.

To connect to other departments, call the following trunklines:



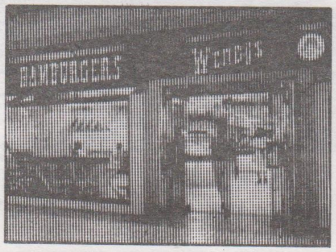
921 - 0619 & 922 - 0577
DIAL SSS, for instant telephone service.

SOCIAL SECURITY SYSTEM

SM MEANS SERVING MILLIONS





















It all started with shoes.

That's why, thirty years ago, SM stood for Shoemart.

Today, SM stands for so many other things . . .

Like shopping malls. Where you can have fun and find everything you'll ever need! SM also stands for saving money, through high quality products and services we bring you, at prices you like. And SM means smart money, with the biggest installment credit card for your shopping convenience. And a savings bank for your personal banking needs. SM means savoring moments, the special moments you share with family and friends, that we have come to be a part of.

SM today stands for all these.

That's why we say SM really means serving millions . . . and that means serving you!

SM

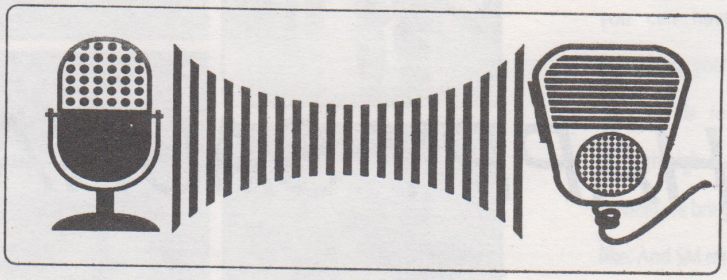
SERVING MILLIONS...
SERVING YOU!

HAPPY SAUNA

1417 E. Rodriguez, Sr. Blvd. Ave.,
Happy Valley, Q.C.
Tel. # 721-72-52

CONGRATULATIONS

On the 54th Foundation Anniversary of Quezon City



ang Kalayaan

CIVIC ORGANIZATION, INC.

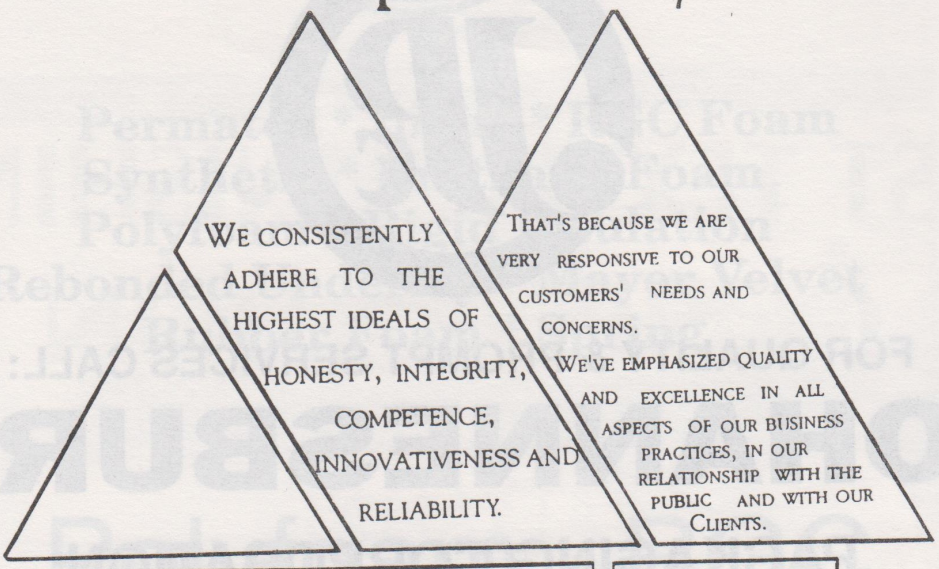
BOARD OF DIRECTORS:

Ramon Goh
William Chua
Vic del Pilar
Reynaldo Almario
Wilson Ang
Evans Chiu
Roberto Ong
Dionisio Inigo
Escorton Teng
Felipe Kee
Melito Tan

OFFICERS AND MEMBERS

Compliments of:

We have a space for every dream



We share every dream

We build on
TODAY

your dreams
SOON... TOMORROW

METROGATE COMPLEX TOWNHOMES
METROVILLA TOWNHOMES
BAGUIO
SILANG
CARMONA
DASMARIÑAS
IMUS
ROXAS BOULEVARD
QUEZON BOULEVARD
ANTIPOLO

PAVING THE WAY TO YOUR DREAM

MOLDEX REALTY, INC.

3 WEST 6th, QUEZON CITY Tel. Nos. 95-10-41 to 47 loc. 62, 66 & 68, 922-51-47 Direct Lines: 922-72-71; 922-59-57; 922-59-68
Fax No.: 922-04-99

Compliments of:



FOR QUALITY & PROMPT SERVICES CALL:

JOHANNESBURG

PACKAGING CORPORATION

64 (57) HOWMART ROAD: BAESA: QUEZON CITY
FAX NO. (632) 361-5159
TELEX NO. 42092 GIPFEL PM
65718 GIPFEL PN

• CORRUGATED CARTONS • DOUBLE WALLS • CORRUGATED SHEETS
• DIE CUTTING • PRINTING • CARDBOARD WALL PANELLING SINGLE
DOUBLE & TRIPLE MADE ACCORDING TO SPECIFICATIONS

TEL. NOS.
361-5163 • 361-5164 • 361-4749
361-4748 • 357-480 • 355-785
354-366 • 354-304



Permatex * Inoue * RGC Foam
Synthetic * Urethane Foam
Polyfoam * Rigid Insulation
Rebonded Underlay * Mayer Velvet
Rubber Foam * Spring

Polyfoam - RGC INTERNATIONAL CORPORATION

32 Miller Street
San Francisco Del Monte
Quezon City
Philippines

Tels. 98-64-01 to 98-64-04
98-83-35, 97-87-04
99-89-04
Fax (632) 966994



JUST TEXTILE FINISHING CORPORATION

"BEST QUALITY SERVICE"

Int. 54, Kaingin Road
Balintawak, Q.C.
Tels. 34-70-91 to 95
361-64-61 to 63
362-05-43
Fax # 362-1560

26 Talayan Street
Sta. Mesa Heights, Q.C.
Tels. 711-4415 • 711-4421

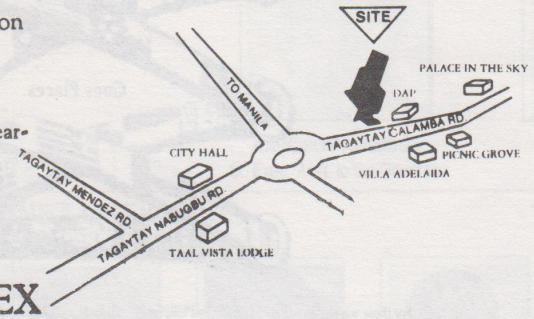
FIRST AND FOREMOST



TAGAYTAY SOUTHRIDGE ESTATES

The ONLY first-class subdivision within the city

- Residential subdivision of unparalleled elegance
- Invigorating cool climate all year-round
- Classic combination of upscale amenities and facilities
- An intelligent choice for your prime investments



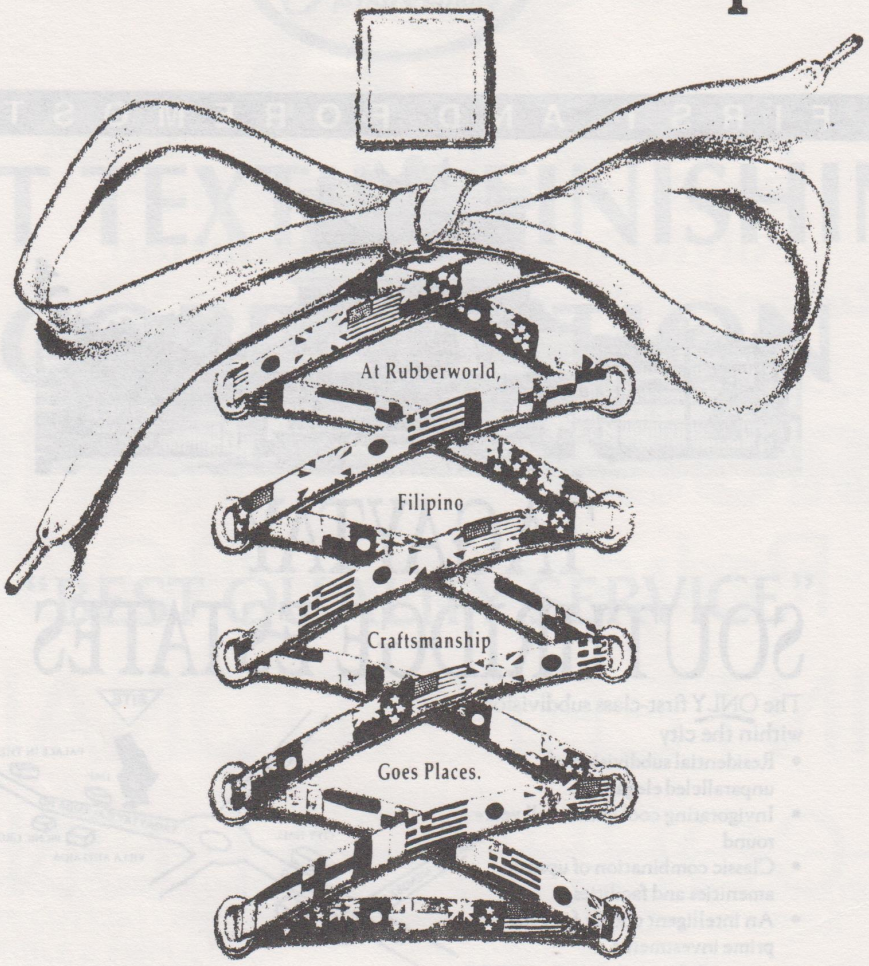
PAVING THE WAY TO YOUR DREAM.

MOLDEX REALTY, INC.

3 West 6th St., Quezon City

License to sell: HLURB No. 91-01-1665

International Tie-Ups



For those who believe that "Made in the Philippines" products were always meant to "Stay in the Philippines," think again.

Because our products — designed and crafted by Filipinos — have been conquering foreign markets since the 1960s.

Today, Rubberworld exports shoes and apparel worth over $20 million annually to countries like the United States, United Kingdom, Japan, Greece, Italy, Guam, Germany, Canada, Australia, Hongkong, Holland and New Zealand.

With our export record, we've won the Golden Shell Award, the Asia Award of Singapore and the Europe Award of Paris. That's confidence in Filipino craftsmanship — the one thing we've tied in to our name since we started operations in 1962 on a shoestring budget.

1962 1993
YEARS OF
MASTERCRAFTSMANSHIP

RUBBERWORLD (PHILS.) INC.

KAYPEE • SPARTAN • MIGHTY KID • ADIDAS • DUNLOP • ETONIC • KEDS • SPALDING • FOOT LOCKER • ISLANDER • SOLAR • BALLOONS • AIGLE • BULLIT • FREELANCE • NICKS • JOE COOL

LIONS CLUB INTERNATIONAL

District 301-D1
Bernardo Park, EDSA, Q.C.

We Serve

LIONS CONQUERING BLINDNESS
SIGHTFIRST



AMADO L. CABALLERO
Imm. Past District Governor



DANILO A. SANCHEZ
District Governor



BUENAVENTURA V. BUENAFE
Vice District Governor



[illegible] L. CARLOS
[illegible] to the Governor



SERGIO Y. GARCIA
Cabinet Secretary

EXECUTIVE OFFICERS
LY 1993-1994



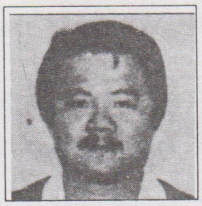
AMADO O. LUGTU
Cabinet Treasurer



DANILO E. GONZALES
Sr. Administrator



[illegible] E. LOPEZ
[illegible] Administrator



HERMINIGILDO S. MORCO
Exec. Secretary



NARCISO P. GAMBOA
Sr. Exec. Asst. to the Governor



PEDRO T. QUIROZ
Cabinet Auditor

CABINET OFFICERS
LY 1993-1994



[illegible] RUEDA
[illegible] Chairman



ROLANDO R. ARCE
Dist. Protocol Officer



ARTEMIO S. MASCARINA
Dist. Coordinator



VIRGILIO TREOPALDO
District P.R.O.



LARRY T. IGUIDEZ
Dist. General Counsel



OCTAVIO E. SAULO
Sr. Asst. to the Governor
on Leadership Dev't Affairs



ALONSO L. TAN
Sr. Asst. to the Governor
on Administrative Affairs



[illegible] MENDOZA
[illegible] Governor
[illegible] (Prov.)



MANUEL F. DELUMEN
Sr. Asst. to the Governor
on Club Assistance (M.M.)



RODRIGO R. NEPOMUCENO
Sr. Asst. to the Governor
on Dist. Club Projects



JAIME R. CASTILLO
Dist. Rating Board
Chairman



DANILO O. SANTOS
Dist. Liaison Officer

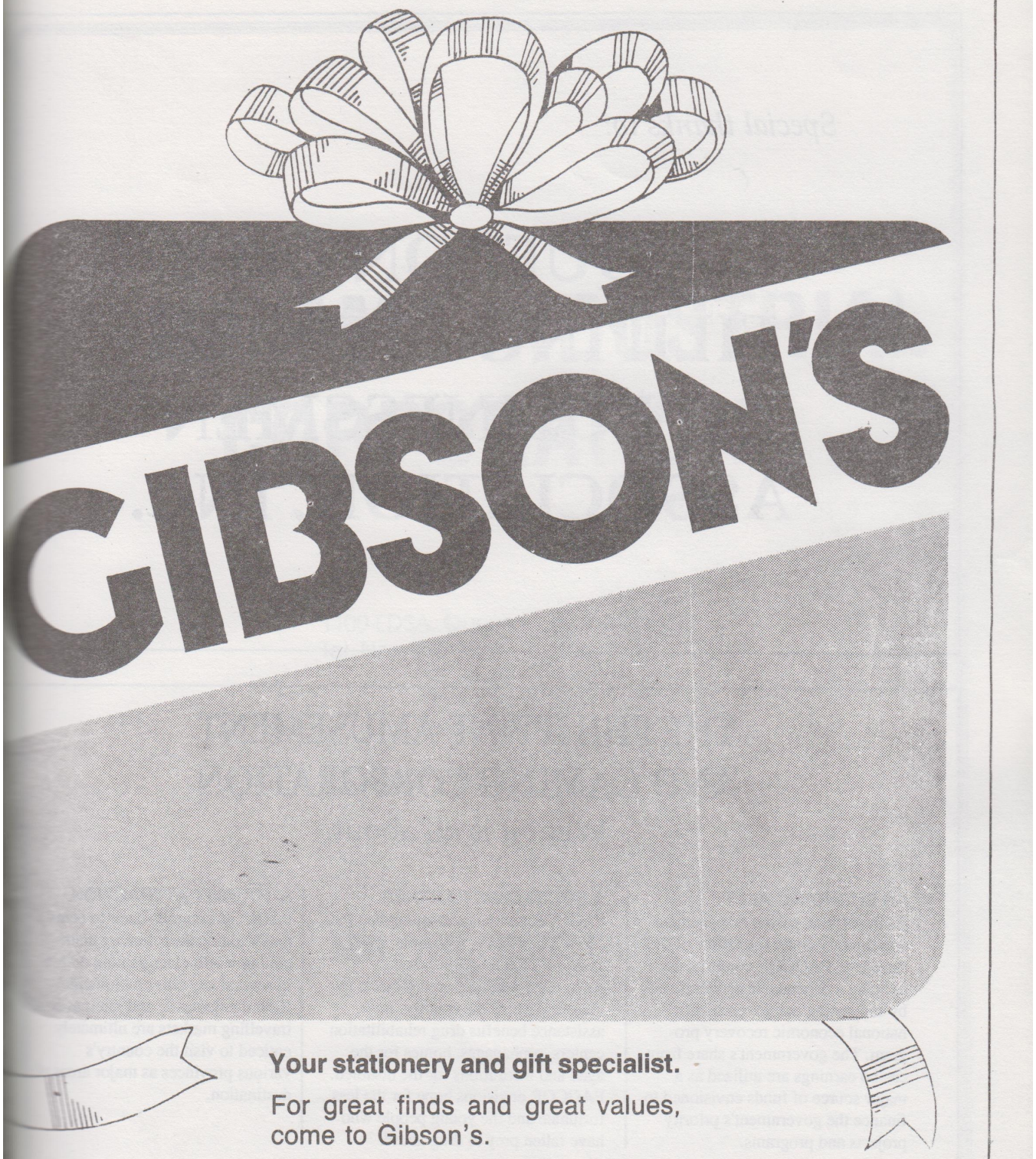


AIDA B. GUERRERO
Dist. Bulletin
Editor-in-Chief



DR. MARCELINO S. MATEO
Dist. Medical Director


PEPSI'S PHENOMENAL
BREAKTHROUGH IS HERE!
NEW RETURNABLE
PEPSI
MEGA
1.5
LITERS
PEPSI
MEGA - STRONG!
MEGA - LIGHTWEIGHT!
AVAILABLE ONLY IN METRO MANILA
PEPSI. THE CHOICE OF A NEW GENERATION.



Your stationery and gift specialist.

For great finds and great values, come to Gibson's.

Now with 15 stores to serve you.

SM CITY ANNEX • ALIMALL • NEW FARMERS PLAZA • GREENHILLS • SM MEGAMALL • QUAD II • HARRISON PLAZA • C.M. RECTO • INTRAMUROS • NOVALICHES • IMUS • MEYCAUAYAN • SAN PABLO CITY • LIPA CITY • NAGA CITY • CEBU CITY

Special thanks to:

QUEZON CITY FILIPINO-CHINESE BUSINESSMEN ASSOCIATION, INC.

THE PHILIPPINE AMUSEMENT AND GAMING CORPORATION

What it is all about.

AN ECONOMIC ALLY

As the official casino management arm directly under the Office of the President, PAGCOR commits itself to being a dependable economic ally by supporting our government's national economic recovery program. The government's share from casino earnings are utilized as a major source of funds envisioned to finance the government's priority projects and programs.

A SOCIO-CIVIC PARTNER

PAGCOR continues to strengthen the nation's backbone, its people, by extending funding assistance to socio-civic programs and projects in various parts of the country. Its assistance benefits drug rehabilitation centers, orphanages, homes for the aged and institutions for the disabled. PAGCOR envisions hope for the less fortunate and the young people who have fallen prey to drug abuse.

A TOURIST ATTRACTION

PAGCOR commits itself to being a major tourist attraction by maintaining world-class gaming outlets in several key cities nationwide. Both the domestic and international travelling markets are ultimately enticed to visit the country's various provinces as major areas of destination.

PHILIPPINE AMUSEMENT & GAMING CORPORATION

PAGCORHOUSE

1330 Roxas Blvd., Metro Manila

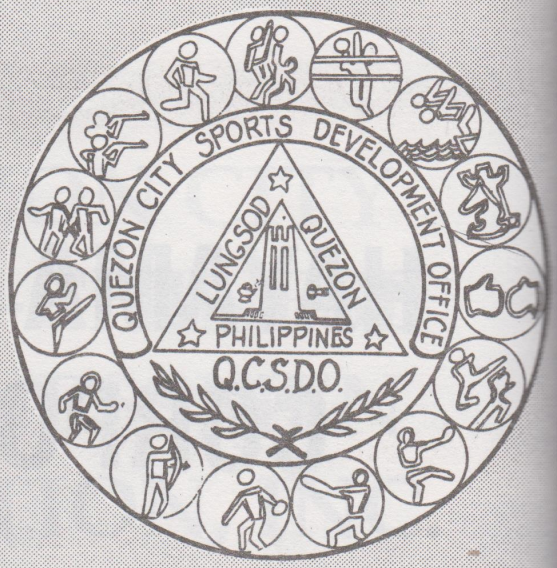
HAYAMA INDUSTRIAL CORPORATION

1100 EDSA, Quezon City (near SM)
Tel. Nos. 95-19-36
99-34-30
95-19-30 to 39
924-2419

Fax No. 922-0224

MR. WILFRED GUI
Director





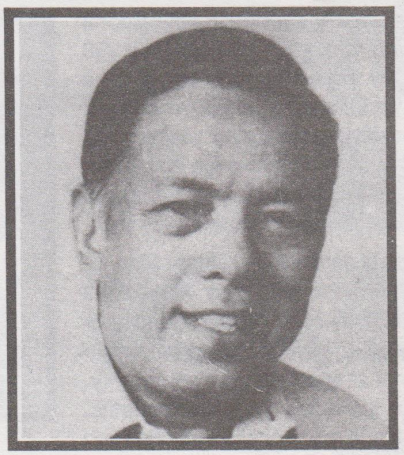
'93 Q.C. PALARONG PANLUNGSOD sa KABATAAN

THEME: Unity and Brotherhood of the Youth thru Sports

April 17-May 2, 1993
AMORANTO SPORTS COMPLEX
Roces Avenue, Quezon City

Republika ng Pilipinas
Lungsod Quezon
Tanggapan ng
Punong Lungsod
(OFFICE OF THE CITY MAYOR)

MESSAGE



My heartfelt congratulations to the QUEZON CITY SPORTS DEVELOPMENT OFFICE on the launching of its Summer Olympic Games.

I look forward to the unfolding of this month-long event when the youth of our city shall give full play to their innate athletic and physical prowess.

I hope to see the day when sports, like a budding flower, will bloom and burst forth in all the nooks and crannies of Quezon City.

This may sound like an impossible dream, yet my hopes rise when I realize that Quezon City was a mere wasteland fifty-three years ago, when the late great President Manuel L. Quezon turned this barren landscape into a modern city by his sheer courage and determination to turn a dream into a reality.

My faith lies in the young people because I believe, as President Quezon did, that they have the potentials and inherent capabilities for greatness. I am very proud that our city, beautiful as it always be, is a city made up of a growing and living body of youth for whom we in the city government dedicate all our resources and energy.

To the young people who have chosen to be a part of this summer sports fest, let me tell you that I intend to make sports a comprehensive regular program so that the city may have a vibrant and energetic year-round activity.

This sports competition jibes well with our vision to make our beloved city a "golden city" by way of molding and exploiting the athletic potentials of our city youth to prepare them for medal harvests not only in local but international sports competitions as well in the future.

This, at present, is just a dream. But with our concerted efforts, we can do no less and we cannot and shall not fail.

More power and good luck.

ISMAEL A. MATHAY JR.
City Mayor

Republika ng Pilipinas
Lungsod Quezon
Tanggapan ng Pangalawang
Punong Lungsod
(OFFICE OF THE VICE MAYOR)

MESSAGE



In behalf of the Quezon City Sports Committee of which I am the Chairman, I am highly pleased to welcome all the participants to this "93 Q.C. PALARONG PANLUNGSOD SA KABATAAN" which is being launched by the Quezon City Government in cooperation with the many generous contributors and sponsors to this affair.

We have always believed that sports development forms a significant aspect in developing the youth for friendly competition, physical fitness, fair play, sportsmanship and the team spirit as well as discipline in its rigorous demands and training requirements.

Youth empowerment through sports has been adopted by the government as one of its leading programs to instill in our young the vigor and striving for excellence that are required in complimentary balance for our developmental efforts. Sports also provides the positive and alternative channels that can serve as effective antidotes to the attractions provided by many of the vicious crimes that spring from lack of challenge and directionlessness.

It has been asserted that youth serves as a vital link between our past and our tomorrows and a nation can only be as strong as all its components. Sports development strives to instill the positive values essential for balanced, healthy development of our youth in their multi-faceted personalities and capabilities.

It is earnestly hoped that this sports activity can be encouraged especially among our youth and form part of our continuing effort to provide meaningful alternatives and channels to an important sector of our society who provides both our inspiration and our strength.

My warm greetings to all.

CHARITO L. PLANAS
Vice Mayor

Republika ng Pilipinas
Lungsod Quezon
TANGGAPAN NG PAGPAPAUNLAD NG ISPORTS



PAGBATI

Mataos kong ipinaaabot ang aking masiglang pagbati sa lahat ng kabataang manlalaro at tagasanay na kalahok sa '93 QC Palarong Panlungsod Sa Kabataan at sa lahat ng kinauukulan, lalung-lalo na ang Sangguniang Kabataan at Barangay, sa kanilang pakikibahagi sa pagsasakatuparan ng palatuntunang pampalakasan ng Pamahalaang Lungsod Quezon.

Sa kabuuan, napatunayan natin na ang ugnayan ng sektor ng kabataan at ng pamahalaan, gayundin ang pribadong sektor ang siyang pangunahing dahilan upang lubos na makamit ang isang dakilang layunin—pagkakaisa at pagkakapatiran ng bawat isa.

At sa huli sisikapin ng tanggapang ito na madulutan ang bawat manlalaro ng ibayong paglilingkod upang bigyang halaga ang diwa at paksa ng '93 QC Palarong Panlungsod Sa Kabataan — pagkakaisa ng kabataan sa pamamagitan ng isports.

MABUHAY TAYONG LAHAT!

SIMPLICIO A. MATHAY
Direktor

Republic of the Philippines
Office of the President
Philippine Sports Commission

MESSAGE



I congratulate the Quezon City Sports Development Office for holding the 1993 Quezon City Palarong Panlungsod sa Kabataan. This laudable project, which aims to instill positive values and responsible citizenship in our youth through sports activities, deserves much support from both the public and private sectors.

This project caters to President Fidel V. Ramos' "Sports for All" policy wherein all Filipinos, regardless of ability, gender or economic status, have the opportunities to participate in a sport or physical activity. Aside from providing physical benefits, sports can teach many positive values such as honesty, sportsmanship, teamwork, discipline, respect for rules, respect for games officials, and respect for the opponent. Indeed, sports can be an effective tool for nation-building if it is given the priority it deserves.

I wish the participants all the success in their respective events, and may this project continue as a year-round activity.

CRISTINA RAMOS-JALASCO
Project Director for Sectoral Sports

Philippine Olympic Committee

MESSAGE



It is my honor to extend my warm greetings to all the participants and organizers of the 1993 QUEZON CITY PALARONG PANLUNGSOD SA KABATAAN.

Being an activity that promotes innate values of physical fitness, sports and culture and active participation in sports competitions among our youth, this will provide them the chance to compete and show their wares, perhaps establish new records, and surpass past achievements.

With this thought, I wish every participant the best of luck.

Mabuhay!

MAJ. GEN. RENE R. CRUZ (Ret.)
President

QUEZON CITY PALARONG PANLUNGSOD SA KABATAAN

RATIONALE

THE Quezon City Sports Development Office shall conduct a Palarong Panlungsod this forthcoming summer season. Dubbed as the "93 Q.C. Palarong Panlungsod sa Kabataan", the Summer Olympic Games is principally designed for the youth to promote innate values of physical fitness, sports and culture. And this is in line with the pertinent provisions of the Government Code to conduct an annual Palarong Panlungsod in support to Memo Circular No. 90-02 and Proclamation No. 4006 declaring the period 1990 towards 2000 as the decade of Physical Fitness and Sports.

Thus, the program recognizes the inherent capabilities of the Filipino youth to direct their own development. In such an effort, the program shall support and assist them towards the development of physical potentials and total personality, in preparation for his role in nation building, through sports.

The program involves the mobilization of Sangguniang Kabataan, citywide. The SK Chairman and its officers are envisioned to be the prime movers and facilitators in the planning and implementation of relevant sports development plans and programs at the barangay level. This corps of dynamic youth sector shall also serve as the mass base support of sports and community development programs initiated by both local government units and private institutions.

OBJECTIVES

THE main goal of the Summer Olympic Games is to provide the youth the opportunity to test their athletic potentials and prowess and ultimately be relevant to the society. Specifically, the Palaro seeks to meet the following objectives:

I. Long-term Objectives;

a. To assist the national government through the local government of Quezon City in the task of nation-building through sports;

b. To develop a more productive citizenry—sound body as well as mind;

c. To provide wholesome alternative activities for idle manpower in the barangay;

d. To develop the spirit of competition, strengthen camaraderie among all youth sector in different barangays and sense of sportsmanship among them;

e. To instill social values of self-reliance in the community and volunteerism;

f. To discover hidden potentials among the youth who may later be developed and trained in the citywide training pool of various sports;

g. To create a prestigious event which budding youth athletes can look forward to complete;

h. To involve school teachers as potent partners in sports development.

II. Short-term Objectives:

a. To develop in youth a keen interest in sports while in the process, lure them away from using prohibited drugs and instead indulge in more worthwhile activities;

b. To provide the youth the kind of competition which will inspire them to achieve excellence in their chosen sports;

c. To create an exciting sports event which is relevant and has tremendous public relations and media value.

Committees for the Palarong Panlungsod sa Kabataan

Managers:
Hon. Ismael Mathay, Jr.
Hon. Charito Planas

Executive Committee
Mr. Simplicio Mathay, Chairman
Rhedgy Hollero, Vice Chairman
Members:
Raffy Dionisio
Marilyn Estrella
David Icban
Patrick Lee
Leonardo Padilla

Committee on Finance
Mercy Carino, Chairman
Lorna Carbonel, Vice Chairman
Members:
Rowena Tamidies
Danilo Huidem

Committee on Accomodation, Reception & Invitation
Connie Mendoza, Chairman
Arlene Cruz, Vice Chairman
Rosabel Ubales, Member

Committee on Physical Arrangement
Francis Layag, Chairman
Robert Arevalo, Vice Chairman
Edwin Mappala, Member

District IV Area Coordinators
Jose Achacoso
Ernesto de Jesus
Bill Dulay
Virginia Labrador
Rico Obina
Stephen Palafox
Rodrigo Torres
Manuel Valdez

Committee on Souvenir Program
Connie Adviento, Chairman
Judith Velasco, Vice Chairman
Virginia Tabangay, Member

Committee on Venue
Ernesto Cruz, Chairman
Andrew Moran, Vice Chairman
Armando Gojar, Member

District Games
District I—Noel Arcaido
District II—Tomas Teofilo
District III—Angelina Dayandante
District IV—Alex Cabling

Committee on Publicity
Olive Avisa, Chairman
Charito Vistan, Vice Chairman
Reynaldo Sindac, Member

Opening & Closing Ceremonies Committee
Nestor Manipon, Chairman
Pitz de Belen, Vice Chairman
Ferdinand Isidro, Member

District II Area Coordinators
Claudio Conde
Ricardo Isidro
Norman Rivera
Delia Ortiz
Ramil Sta. Ana
Jose Zantua

Committee on Security
Butch Mallillin, Chairman
Jose Prudencio, Vice Chairman
Eduardo Flood, Member

District I Area Coordinators
Romulo Alcantara
Ely Evangelista
Edilberto Fontelar
Myrna Laruan
Larry Latarte
Erwin Sabio
Victor Velasquez

Committee on Supplies & Equipment
Violy Manangan, Chairman
Ricardo Magallano, Vice Chairman
Yolanda Marcaida, Member

Committee on Food & Refreshments
Lynette Banacia, Chairman
Ma. Eliza Suero, Vice Chairman
Members:
Jesusa Marcelo
Rosario Ramota
Leticia Valentin
Teresa Tolentino

District III Area Coordinators
Joselito Bantuan
Antonio Bersamina
Vincent Cabalza
Melanie Deala
Reynaldo Enriquez
Ronald Hernandez
Jerry Laquisma
Mario Magno
Antonio Raquiza
Edwin Samonte

Committee on Medical Assistance
Dr. Ernesto Villavert, Chairman
Vivian Javate, Vice Chairman
Lorylee Casakit, Member

Committee on Sound System & Communications
Herman Tuazon, Chairman
Jaime Tee, Vice Chairman
Paquito Samillano, Member

Committee on Transportation
Regino Requestas, Chairman
Gerardo Baldonido, Vice Chairman
Arnaldo Roque, Member

Committee on Playground Demo/Band
Noe Segismundo, Chairman
Lionel Carvajal, Vice Chairman
Anthony Gaspar, Member

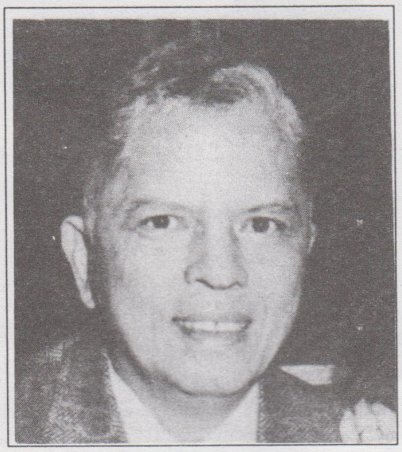
Committee on Awards
George Setias, Chairman
Willie Abalos, Vice Chairman

Head Coaches
Rolando Tan—Karatedo
Jonathan Sarino—Fencing
Jockbin Ong—Swimming
Boenerges Amon Jr.—Table Tennis
Godfrey Monsod—Lawn Tennis
Gracita Datangel—Track & Field
Jaime Recio—Shooting
Rolando Fortaleza—Boxing
Ernesto Villavert—Medical Sports
Henry Bunotan—Volleyball
Raul Samson—Taekwando

Officials of the Quezon City Sports Development Committee



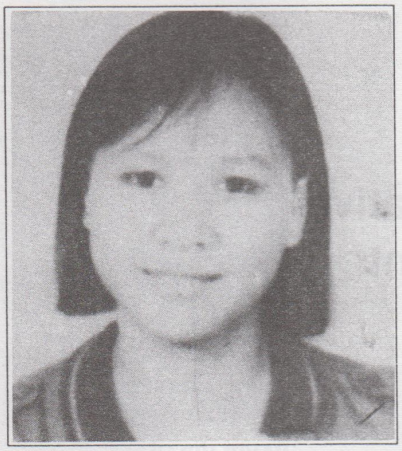
HON. CHARITO PLANAS
Chairman



MR. SIMPLICIO MATHAY
Sports Director

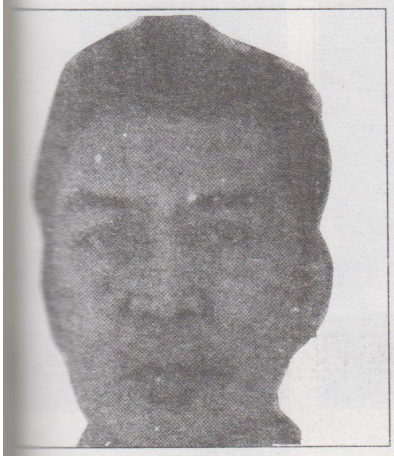


MR. ANGEL LIMJOCO III
Deputy Director
(Office of the Mayor)



MS. CRISTIE GUEVARRA
Deputy Director
(Office of the Vice Mayor)

Sports Consultants



ANK EVANGELISTA



JERA SISON



LUIS MORALES

Heads and Employees of QCSDO



MR. SIMPLICIO MATHAY
Sports Director

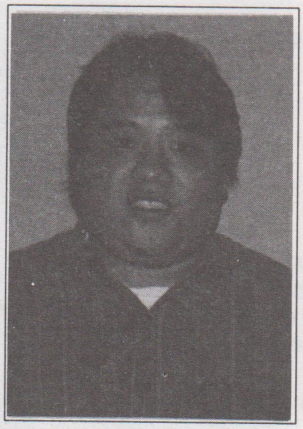


RHEDGY HOLLERO
Deputy Chief for Operation



MARILYN ESTRELLA
Executive Secretary

Administrative Department



DAVID ICBAN
Head



VIOLETA MANANGAN
Admin. Assistant



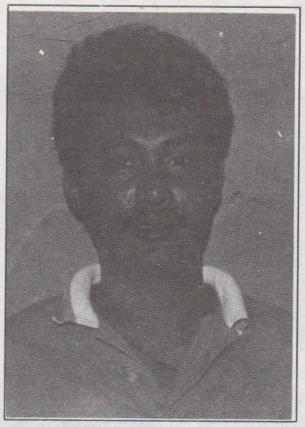
CONCEPCION MENDOZA
Personnel Officer



RICARDO MAGALLANO
Property Custodian



ARLENE CRUZ
Liason Officer



ARMANDO GOJAR
Payroll Officer



EDUARDO DUNGCA
Payroll Officer

Top finishers in the '93 QC Palarong Panlungsod sa Kabataan

MARATHON

(10 Km.-male)
SALVADOR ALBARINA
Bgy. Talipapa
1st place

(10 Km.- female)
EVELYN SAPALLO
Bgy. San roque
1st place

(5 Km.-male)
VIRGILIO ESTANISLAO
Bgy. Old Balara
1st place

(5 Km.-female)
GRACE CALIMLIM
Bgy. Dioquino Zobel
1st place

SWIMMING

Special Awards
Most No. of Participants
District III — Bgy. E. Rodriguez

Quezon City's Best in Swimming

(Boys Division)

ARVEE CANDARI
Bgy. Pinagkaisahan
(8-10 yrs. old)

MICHAEL REGEL
Bgy. E. Rodriguez
(11-13 yrs. old)

MARK HERNANDEZ
Bgy. Sangandaan
(14-16 yrs. old)

FORTUNATO SANTIAGO
Bgy. White Plains
(17-18 yrs. old)

DEXTER LUSTADO
Bgy. Masambong
(19-21 yrs. old)

(Girls Division)

SUZETTE CANDARI
Bgy. Paligsahan
(11-13 yrs. old)

VIRGINIA QUERIJERO
Bgy. Kamuning
(14-15 yrs. old)

ROSALINDA SANTIAGO
Bgy. White Plains
(19-21 yrs. old)

BASKETBALL

(city level standing-male)

Bgy. Pag-asa - *1st place*
Bgy. E. Rodriguez - *2nd place*
Bgy. Tandang Sora - *3rd place*

VOLLEYBALL

(city level standing-female)

Bgy. Tatalon - *1st place*
Bgy. San Agustin -*2nd place*
Bgy. Amihan -*3rd place*
Bgy. Pagasa - *3rd place*

BOXING

Gold Medalists

JEROME DOLLENTE
Bgy. Tatalon-A
(cottonweight)

JULIUS BALENA
Bgy. Tatalon-A
(noweight)

HERNANIE GUTIERREZ
Bgy. Bungad-A
(jr. powderweight)

ERIC MAGALLANO
Bgy. Bungad-A
(powderweight)

ERNESTO SUPILANAS
Bgy. Dioquino Zobel
(mosquitoweight)

ARNEL DOLLENTE
Bgy. Tatalon-A
(vacuumweight)

RANDY RANADA
Bgy. Pinyahan
(paperweight)

ELMER MANSANADIS
Bgy. Bungad-A
(pinweight)

BENEDICTO DOLLENTE
Bgy. Tatalon-A
(lightflyweight)

GUELL PENALOSA
Bgy. Pinyahan
(flyweight)

DANILO SAYON
Bgy.Tatalon-A
(bantamweight)

MARK ANTHONY ANDOR
Bgy.Bungad-C
(featherweight)

MARLON MALINAY JR.
Bgy. Payatas
(lightweight)

FLORENCIO NABATA JR.
Bgy. Bungad-A
(welterweight)

KARATEDO

Male Division Champions

ANGELITO ONG
Bgy. Culiat
(18-21 yrs. old)

DINGGOY SALAZAR
Bgy. Sta, Monica
(15-17 yrs. old)

HERMIES GEMINA
Bgy. Bagong Lipunan-Crame
(12-14 yrs. old)

RAMON CAPISTRANO
Bgy. Culiat
(9-11 yrs. old)

Female Division Champions

ALMA YOUNG
Bgy. Culiat
(18-21 yrs. old)

LEAH SO
Bgy. Pinyahan
(15-17 yrs. old)

RAMONA VEGUILLAS
Bgy. Sta, Monica
(12-14 yrs. old)

TABLE TENNIS

(Boys 10 and under)
EMMANUEL REYES
Bgy. Obrero
1st place

(Girls 10 and under)
ROSALYN VILLANUEVA
Bgy. Kalusugan
1st place

(Boys 15 and under)
JERICO RUIVIVAR
Bgy. Sikatuna
1st place

(Girls 15 and under)
KATHERINE REYES
Bgy. Obrero
1st place

(Boys 21 and under)
HENBERD ORTALLA
Bgy. Sta. Monica
1st place

(Girls 21 and under)
LENNIE REYES
Bgy. Masagana
1st place

Ethnic Games Winners

PATINTERO
Bgy. Sacred Heart

PATAMAANG BOLA
Bgy. Bahay Toro

KADANG KADANG
Bgy. Nova Proper

HILAHANG LUBID
Bgy. San Agustin

BUNONG BRASO
Bgy. Talipapa

54th

QC Foundation Day

'PALARONG PANLUNGSOD'



Mayor Mathay at the 'Palaro' opening



Boxing

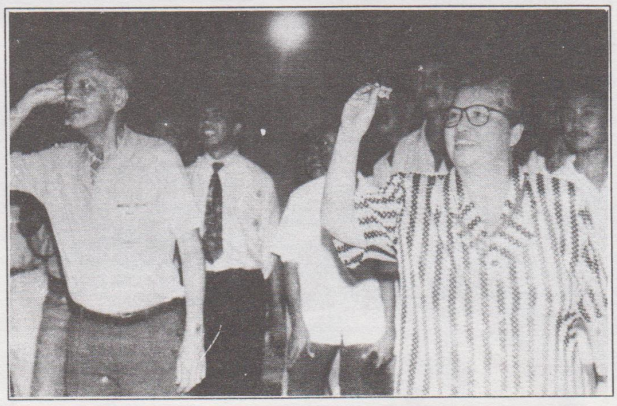


Track & field

IN PICTURES



City Administrator Manuel Alba and QCSDO chief Simplicio Mathay hand out trophies



Vice Mayor Planas joins Mr. Simplicio Mathay in a dart game



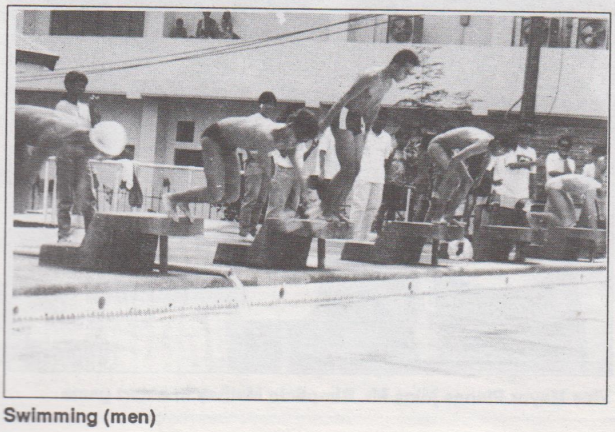
Basketball



Karate



Table tennis



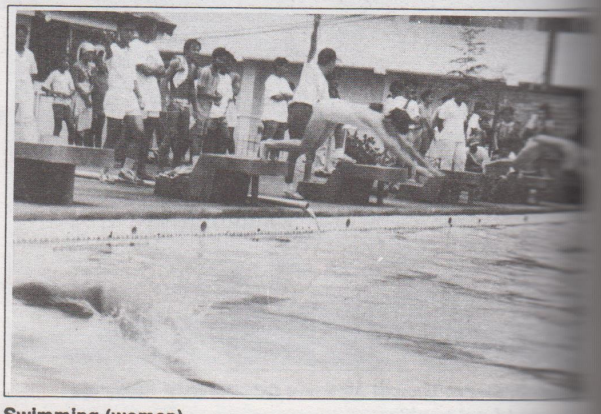
Swimming (men)



Volleyball



S. Mathay with guests



Swimming (women)

'PALARONG PANLUNGSOD'



Hilahang lubid



Taekwondo exhibition

IN PICTURES



Patintero



Sipa



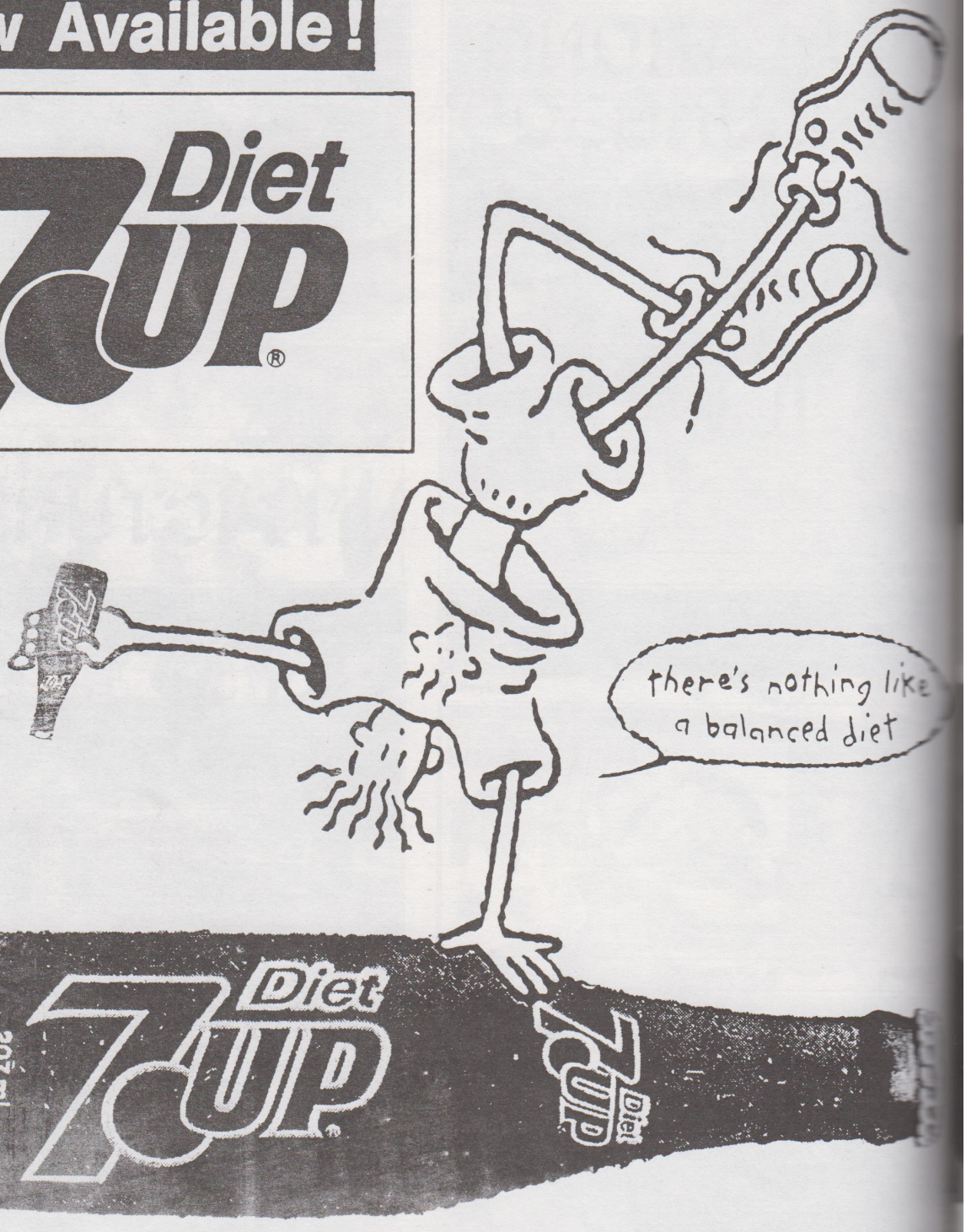
Calisthenics



Fencing exhibition

Now Available!

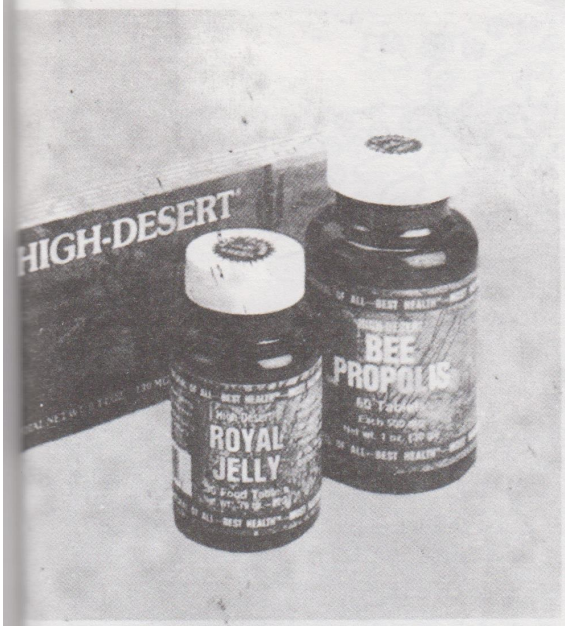
Diet 7UP®



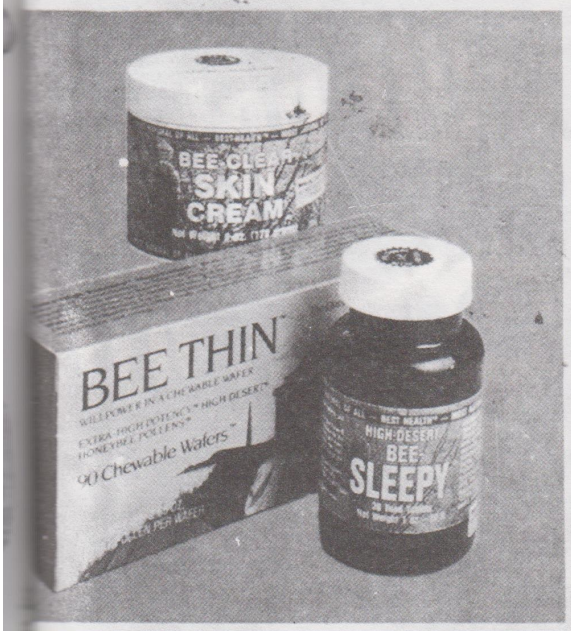
it's cool to be clear

Available in selected Metro Manila outlets

HIGH-DESERT®
PHILIPPINES, INC.







GUARANTEED 100% NATURAL:

- NO ARTIFICIAL COLORINGS
- NO ARTIFICIAL FLAVORINGS
- NO CHEMICAL ADDITIVES
- NO PRESERVATIVES

★ ★ ★ ★ ★ ★ ★ ★ ★

FLOWN FRESH

★ ★ ★ ★ ★ ★ ★ ★ ★

GUARANTEED PEAK PRODUCT POTENCY!

ight 1989 HIGH-DESERT® PHILIPPINES, INC., Reproduction of this page in whole or part is illegal.



We're there for you wherever you are

From the time we started, we committed ourselves to the task of helping every little community in the countryside grow.

And by doing so, we're happy to say that we, too, have grown.

Not only in terms of size. But also in terms of client portfolio.

Through an expanded network of 259 offices all over the country, we're able to put ourselves well within the reach of almost everyone.

Wherever he may be.

Whether he's a farmer or a fisherman in a remote barrio. A rural-based entrepreneur. Or a big businessman in a key provincial city or in the metropolis.

We are there. Ready to answer his every banking need.

With a full range of commercial banking services.

From our savings, current, and time deposit accounts. To our loan and trade financing packages.

From agrarian loans for farmers' cooperatives. To land transfer financing schemes.

It's truly a testimony of our capability as a universal bank.

And there's another thing we're also proud of: we are recog as one of the top ten commercial banks.

For us, this is quite an accomplishment. Especially when about what we first set out to do.

A universal bank with a social mission.

Aiming to achieve much more. For your growth. For our

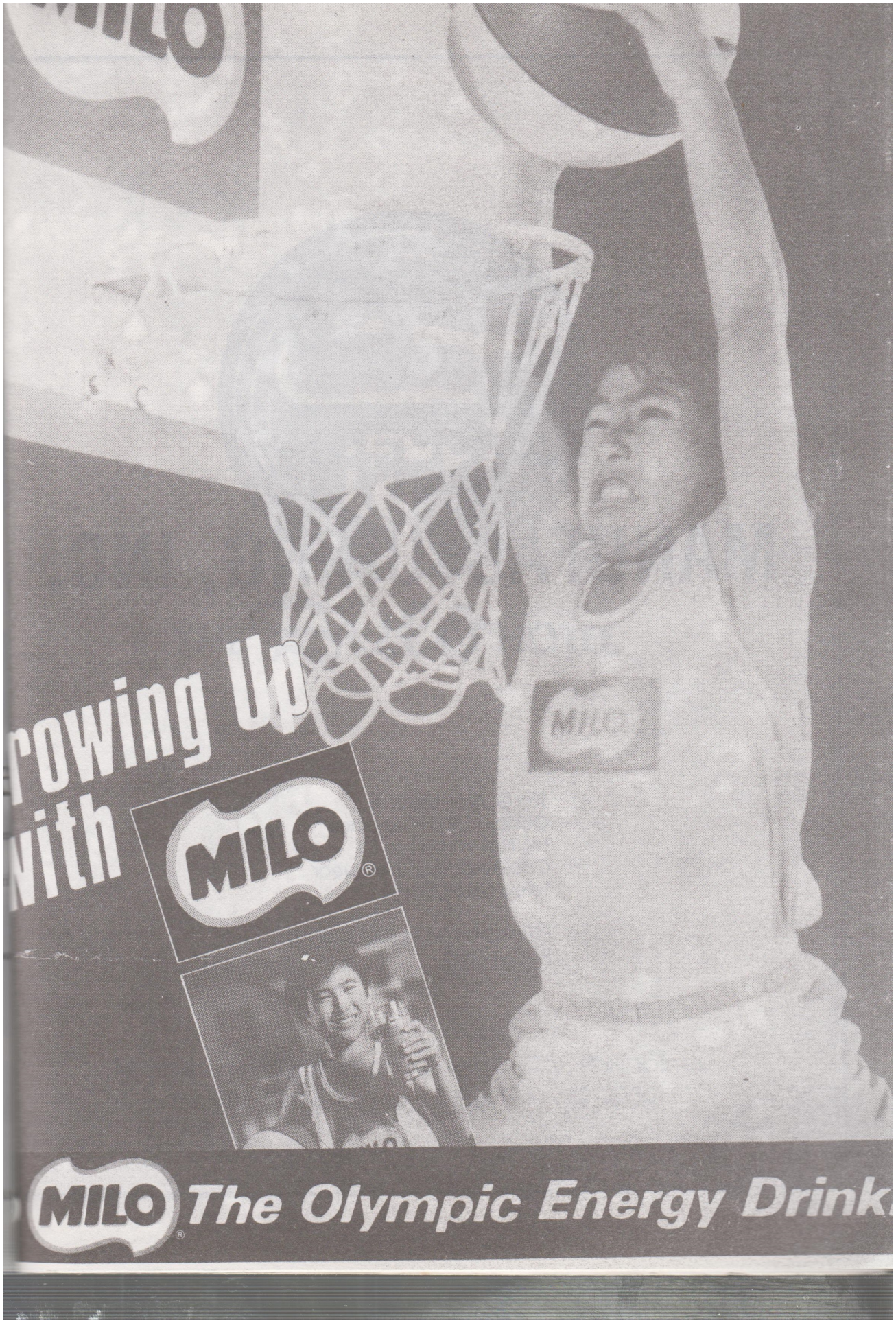
So come bank with us.

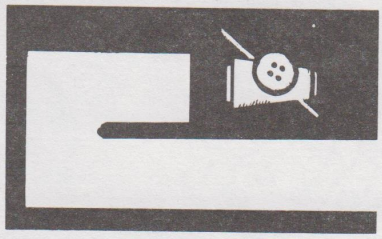
We'll always be there for you.

Wherever you are.

LANDBANK
The Countryside Unibank

319 Sen. Gil Puyat Ave., Makati, Metro
Tel. Nos. 818-9411 to 25
Member: PDIC


rowing Up
Vith
MILO
MILO
MILO The Olympic Energy Drink



JOSEFINA MANUFACTURING, INC.

335 G. Araneta Ave.
Quezon City, Philippines
Tel. Nos. 614581 to 83
Cable Address: Joslawear
Telex: 63255/63199

ETPIMO PN ATTN JOSLAWEAR
FAX 611-642



THE Sulô HOTEL

Matalino Road, Diliman, Quezon City, Philippines
Tel. No. 924-50-51 to 71 Fax No. 922-2030

Dahil kami ang No.1 lalo kaming nagsisikap!

Kahit No. 1 ang JOLLIBEE, dapat lalong pagbuhusan ng sipag at pansin ang bawat gawain.

Kahit No. 1 sa dami ng outlets, dapat patuloy pa rin sa pagdami, hanggang mapagsilbihan ang buong Pilipinas, at maging ang buong mundo.

Kahit No. 1 sa Product Line, dapat patuloy pa rin sa Product Improvement and Development.

Kahit No. 1 sa Customer Service at Cleanliness, dapat gawing mas malinis at mabilis ang service. Dahil sa JOLLIBEE, "the customer is the No. 1 priority!"

At kahit batayan na ang JOLLIBEE ng Standard of Quality ng buong Fastfood Industry, dapat patuloy pa ring itaas ang standard.

Ganyan kasi ang JOLLIBEE, anumang tagumpay ay dapat pa ring higitan.



Sarap ng PILIPINO **Jollibee**®

MAALIKAYA HEALTH COMPLEX, INC.

386 Quezon Avenue, Quezon City

Tel. No. 98-40-77

MANILA PAPER MILLS, INC.

WE ARE A MULTI PAPER MANUFACTURER

• MF MULTIWALL • IVORY KRAFT • MG BLEACHED • MIMEO PAPER • BOND PAPER • BOOK PAPER • ONION SKIN • NEWSPRINT • TISSUE PAPER • NAPKIN PAPER • BOXBOARD • CHIPBOARD • BRISTOL BOARD • LINERBOARD • KRAFTBOARD • COATED BOARD • FOLDCOTE • SOLID BOARD • GROCERY BAG KRAFT • WRAPPING KRAFT • MF GUMMED TAPE • CORRUGATING MEDIUM • INDUSTRIAL KRAFT - BOARD - PAPER

OFFICE: UNION-AJINOMOTO BUILDING
331 SEN.GIL J. PUYAT AVENUE EXT.
MAKATI, METRO MANILA
Tel. Nos. 85-02-28, 88-33-90, 87-60-81 to 89

FACTORY: QUIRINO HIGHWAY, BARRIO SANGANDAAN
NOVALICHES, QUEZON CITY, METRO MANILA
Tel. Nos. 90-16-91 to 95 & 90-14-20

MAILING ADDRESS:
P.O. Box 65, MANILA
Cable: PAPEL Manila



Baliwag Transit, Inc.

Baliwag, Bulacan

THE STEEL COMPANY

RENEWING OUR COMMITMENT
ON OUR 37TH YEAR OF SERVICE TO YOU!

QUALITY VALUE SERVICE

IMPORTER • WHOLESALER • RETAILER • FABRICATOR

PLATES:
MILD STEEL, CARBON STEEL, CHECKERED
ABRASIVE RESISTANT, ABS, BOILER

SHEETS:
COLD & HOT ROLLED, GALVANIZED & STAINLESS

SECTIONALS:
PURLINS Z & C, ANGLE BARS, FLAT BARS,
UNEQUAL ANGLE BARS, CHANNELS,
WIDE FLANGES, I-BEAMS

PIPES:
B.I. & G.I. PIPES SCHEDULE 40,60,80 &
160 (SEAMLESS & ERW)

SPECIAL STEELS:
TOOL STEEL SHAFTINGS SAE 1045, 4140, 4340,
COLD ROLLED SHAFTINGS SAE 1020

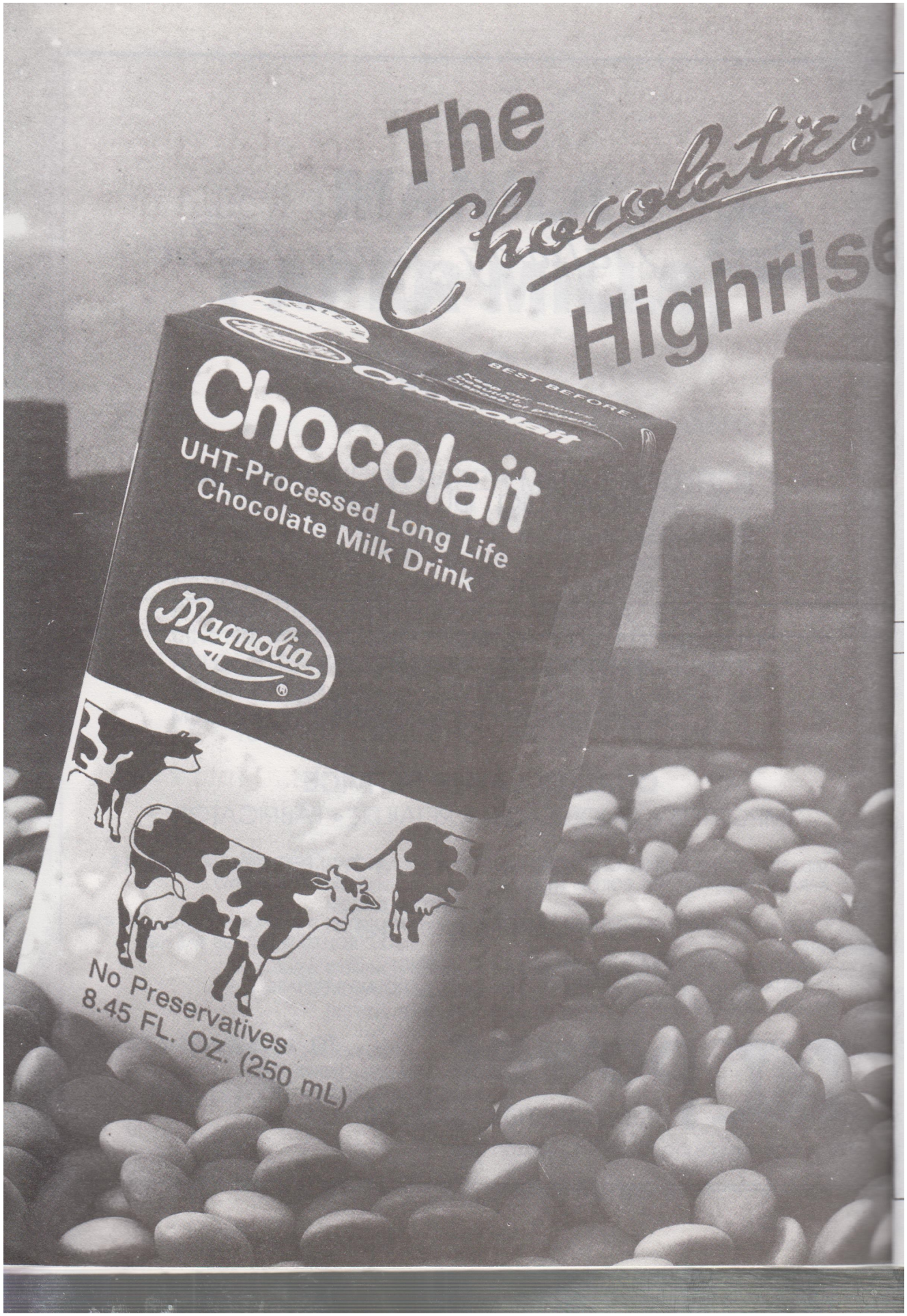
TUBINGS:
ROUND & SQUARE



CONSTRUCTION SUPPLY CO.

130 Judge Juan Luna St., SFDM, Quezon City

TEL. NOS. 99-26-61 to 72
CONNECTING ALL DEPTS.
FAX NO. 921-0289


The Chocolatiest
Highrise
Chocolait
UHT-Processed Long Life
Chocolate Milk Drink
Magnolia
BEST BEFORE
No Preservatives
8.45 FL. OZ. (250 mL)

Greetings from:

CONCRETE AGGREGATES

70 Industria St., Quezon City

Compliments of:

BELMAN LABORATORIES

Greetings from:

TRADERS ROYAL BANK

feature är'tikəls



Be a part of the är'tikəls® APPAREL SYSTEM Direct Selling Team. Interested parties may inquire at the following branches:

ATMI Km. 22 East Service Rd. South Superhighway , Bo. Cupang, Muntinlupa, M.M. Tel. Nos.: 842-05-01 to 03

JKP INC. • 19-D Edsa, Guadalupe, Makati, Metro Manila – Tel. No.: 810-47-50
• East Capitol Site cor. Escario St. (formerly Eloise) Cebu City – Tel. Nos.: 52729, 210567

är'tikəls®

Before you say a word.

Compliments of:

MERCURY DRUG CORP.

81 E. Rodriguez, Sr. Avenue
Libis, Quezon City

Compliments of:

ASIA TRUST
DEVELOPMENT BANK

1424 Quezon Avenue, Quezon City

GENERAL
MILLING
CORPORATION

Compliments of:

STEVE MARKETING
CORPORATION

10 Ligaya St., Balintawak, Quezon City

FAR EAST BANK
MASTER CARD

THE WORLD CARD

BOTAK SPORTS

Compliments of:

YAKULT
MARKETING
CORPORATION

1461 Agoncillo St. cor. Escoda, Manila

ST. PETER
MEMORIAL CHAPELS

296 Quezon Avenue, Quezon City
Tels. 99-01-46 • 99-78-58 • 97-36-06

PRO KENNEX (PHILS)

SPORTS PRODUCTS

74 South Avenue (Timog), Quezon City
Fax No. 63-2-922-1308
P.O. Box 3206 Manila
Tels. 964084; 981863

EXCLUSIVE DISTRIBUTOR:

SUPERIOR COMMERCIAL ENTERPRISES, INC.
74 South Avenue (Timog) Quezon City
Fax No. (632) 9221308
P.O. Box 3206 Manila
Tel. Nos. 964084/981863

MARIANO TAN BON DIONG
President and General Manager

JSB METAL WORKS CORP.

Purlins, Channels, Angles, Flat Bars,
Wide Flanges, Guard Rails,
Other Fabricated Sections.

Tels. 361-6101 to 04; 34-14-53; 35-95-95

24 Oliveros Drive, Quezon City
35-17-15
35-88-77

LABTECH MANUFACTURING INDUSTRIES, INC.

No. 6, 21st Avenue, Cubao, Quezon City,
Philippines
Tel. Nos. 911-0259; 911-0263
Fax No. 63-2-911-0254

PEGaSUS

The Ultimate Men's Club

Quezon Ave. cor. Scout Chuatoco St., Quezon City
• Tel. 9229473



DMSE

DEL MONTE SALES ENTERPRISES

Dealers of: Hardware, Electrical Plumbing, Plywood Construction & Mill Supplies

BOYSEN & NATION PAINTS

341-343 Del Monte Ave. cor.
Banawe St., Quezon City
Metro Manila

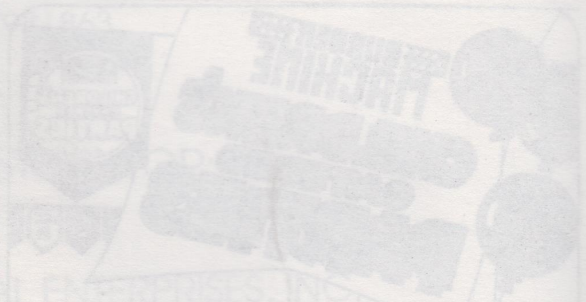
Tel. Nos. 34-44-91
34-49-03
35-69-57

Compliments of:

MAGNOLIA CORPORATE MARKETING SERVICES

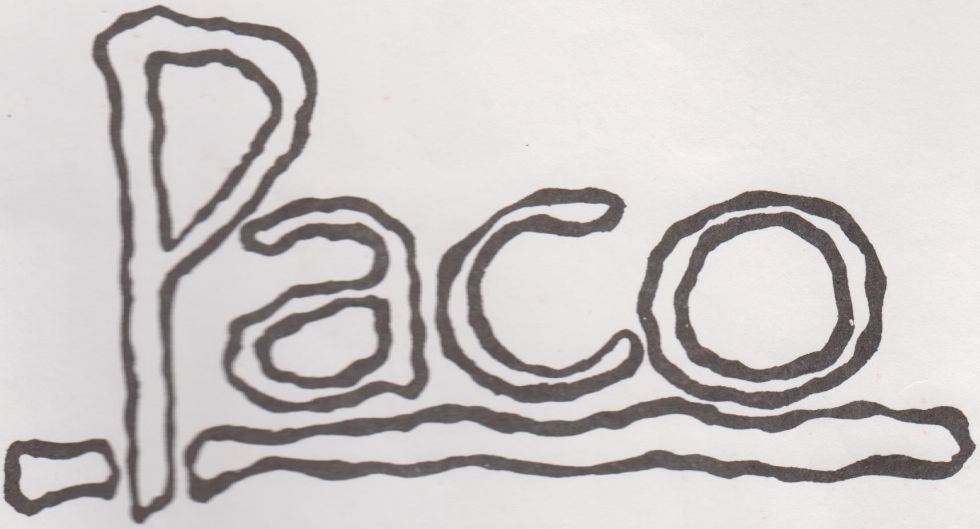
San Miguel Building, San Miguel Avenue, Mandaluyong

Greetings from:



Metro Manila Transit Corp.

North Ave., Quezon City



AMUSEMENT

2nd Floor, Reliance House
205 EDSA cor. Rochester St.
Greenhills, Mandaluyong, M.M.
Tel. No. 78-77-60, 78-04-53

PILIPINO AKO,

Andok's

LITSON
MANOK * LIEMPO

ANG KINAKAIN KO

ANDOK'S LITSON CORP.
24 Bulacan St., Brgy. Bungad, Q.C.
Tel. No. 95-19-05 to 09