QUEZON CITY BEAUTIFUL

1941 - 1942

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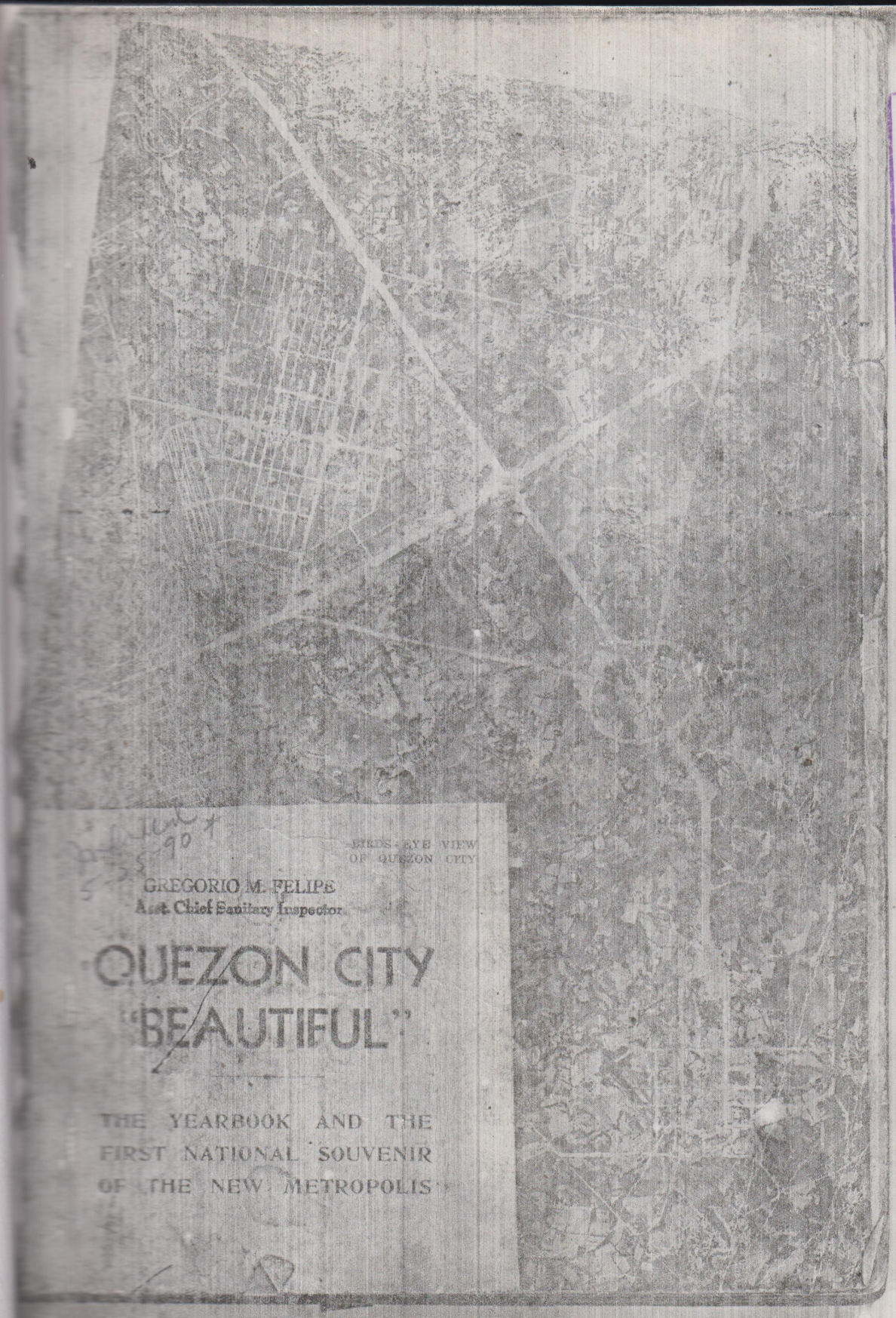

BIRDS-EYE VIEW OF QUEZON CITY

GREGORIO M. FELIPE
Asst. Chief Sanitary Inspector

QUEZON CITY "BEAUTIFUL"

THE YEARBOOK AND THE FIRST NATIONAL SOUVENIR OF THE NEW METROPOLIS

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Dedication

To His Excellency, President Manuel L. Quezon, Statesman and patriot; to Honorable Francisco Sevilla, our distinguished Assemblyman; to His Honor, our beloved Mayor, Tomas B. Morato, a father and a friend; to our distinguished officials and employees in Quezon City, and to all the civic-spirited residents, this Annual is nobly dedicated.

A year from now the "Quezon City Beautiful" will assume a significant role. With this first yearly edition we commence to create a tradition, that of a City Annual.

We hope we have succeeded, at the outset, in publishing a symbol of pride and patriotism for our fellow citizens in this, our model city, which will grow as the years go by.

The "Quezon City Beautiful" will be published every year to keep alive the memory of events in Quezon City—events which will be proudly remembered by all Quezonians.

To embody all such memories in this Annual is an impossible task, but we have tried to portray outstanding and familiar scenes and events of our new metropolis, the beloved figures and various activities that have become a vital part of the City life,—all these to bring back to every resident, as this souvenir will adorn every Quezonian home, thoughts of the year gone by.

WENCESLAO BALISI Y LUGO
Editor

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THE SYMBOL OF A NEW CITY

A good creed is a gate to a city which has a foundation. Founded on the richest name the nation ever cherishes, the reputation of the new metropolis will be synonymous to popularity and understood to the plebeian. Neath the forbidding Sierra Madre Mountains lies the obscure village of Baler, Tayabas, wherein was given to lineage the character of a man, to whose illustrious motives for love of country we bind this new city as a pose of a happy and vivid indication of sentiment. Symbolic of the distinction that his name has invested to the world, the brand "Quezon City" will reside in reminiscences forever.

For many years recognized as the outstanding political leader of his people today, a patriot of unquestioned sincerity, the brilliant public career of our Commonwealth President has made him an international figure, where the credit of christening places, like the Quezon City, with his name will be merited.

The creation of the Quezon City is certainly of great interest to tourists, adventurers, the students of history and to many. It is known through the centuries that this area was at one time a dependency of the barrio Rizalians under the territory of San Juan del Monte. In the early part of 1939, a motion has been conceived in the National Assembly to corporate this vast region into a city. When the idea scored in the minds of the majority in the Assembly, the Quezon City was chartered after the good name of our beloved President. Now it lies in state as the living statue of a distinguished name, the essentially great leader of the Filipino race, Honorable Manuel L. Quezon. Today, through this publication, the model city celebrates eminently the greatness with which it exists, symbolical of the fitting culmination and diadem we adorn unto our "man of the hour".

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President Manuel L. Quezon

Quezon City is named after this illustrious leader of the Filipino people.

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1941

LA CIUDAD QUEZON

Por FRANCISCO SEVILLA
Diputado por el 1.er Distrito de Rizal

La Ciudad de Quezon, el orgullo no solamente de sus habitantes, en el futuro, sino de todo Filipinas, va surgiendo como por obra de magia de las misteriosas sinuosidades de las verdes colinas que rodean a su ciudad hermana. Y surge triunfalmente como el Ave Fénix de las cenizas de una civilización cuya memoria se ha desvanecido para siempre en el brumoso horizonte de la historia.

El poeta cesó de cantar las hazañas no igualadas de los bandoleros que poblaron siglos há aquellas selvas y montañas inaccesibles entonces para los hombres que apreciaban su vida; ya no se oyen los pavorosos gritos de la Loba Negra, que trató más de una vez de sorprender a los incautos guardias civiles, y la historia relata tímidamente, como quien teme revivir el recuerdo de días luctuosos, como quien guarda cuidadosamente en el arca inviolable del olvido, los anales de la más grande epopeya que presenciaran los siglos en esta "encantada tierra", que fecundaron con su sangre y glorificaron con su indomable arrojo, infinidad de héroes que hoy duermen impasibles el sueño de la eternidad.

El bardo cesó de cantar las bellezas de la Naturaleza para admirar la metamorfosis que trae el Progreso, la canción de las máquinas y la armonía de los colores y las líneas con que deslumbran la aurora y surcan el espacio infinito los suntuosos edificios de una ciudad que nace . . . de un sueño que se realiza, de una idea que avasalla a la materia y la dá forma en el yunque de una voluntad formidable, a los gospes incesantes de un entusiasmo que nunca decae . . .

Voluntad inquebrantable es en verdad la del Caudillo, que en su afán de apartar a miles de sus compatriotas de los rincones inmundos de Manila, en donde se hallan amontonados en míseros tugurios, abre para ellos el horizonte, allana las montañas, sanea los llanos y levanta para los mismos moradas limpias, aseadas, dignas en una palabra de ser habitadas por ciudadanos que viven al amparo de un gobierno democrático.

Pese no obstante a los esfuerzos titánicos que se despliegan de continuo para completar la construcción de la "Ciudad Modelo", muchos hay—que no es posible contentar a todos—que se quejan de la lentitud con que van las obras de construcción de la Ciudad de Quezon. Los tales "impacientes" no tienen en cuenta empero que se necesitaron siglos para levantar las pirámides de Egipto, generaciones enteras para edificar Babilonia, Atenas, Roma y otras que son verdaderas maravillas en los tiempos presentes.

El Presidente de Filipinas no ha favorecido la construcción de la ciudad que lleva su nombre, con el objeto de perpetuar su memoria—como malas lenguas aseguran. No. El Presidente Quezon propuso con insistencia que la misma fuese llamada Ciudad de Balintawak, pero los diputados—una de ellos el que suscribe estas líneas—que sometieron a la Asamblea Nacional el proyecto de Ley Orgánica para la nueva subdivisión política, creyeron justo llamarla Ciudad Quezon, en honor del más grande de los caudillos filipinos, que concibió la felíz idea de crear dicha ciudad.

Habitantes de la Ciudad de Quezon: El súbito cambio del ambiente en que os encontrais, tal vez os produzca momentáneo malestar que os induzca a echar de menos la feracidad de vuestras tierras, el perfume embriagador que aromó por centurias el aura de vuestros campos, la paz que endulzó vuestras horas y llenó de exóticas leyendas vuestras imaginaciones, a través de los siglos que fomentaron el atavismo que adormece ahora a vuestras almas sencillas; pero a medida que os vayais acostumbrando a la vida ciudadana, a medida que recibais los beneficios que os prodiga a manos llenas el gobierno de una ciudad moderna como la vuestra, os ireis dando cuenta de las mil ventajas que llevais sobre los habitantes de otras subdivisiones políticas en cuanto respecta a la seguridad de vuestras vidas y propiedades, facilidades económicas, medios comunicación, sanitación e higiene, de tal modo que algún día os faltarán palabras en vuestro breviario espiritual para bendecir en el fondo de vuestros corazones a S. E. el Presidente de Filipinas y a cuantos con él colaboraron en la grandiosa tarea de edificar, para vosotros y para vuestros hijos, una ciudad de que se enorgullecerán las futuras generaciones.

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Recognized as the gentleman who took the lead of his colleagues in the Assembly towards bringing Quezon City into being is Hon. Francisco Sevilla, Assemblyman for Rizal.

OUR FIRST CITY MAYOR

When President Manuel L. Quezon affixed his signature to the charter creating the Quezon City on October 12, 1939, there were several names from the various branches of the government prominently mentioned for the mayoralty of the new metropolis. But when Don Tomas B. Morato of Calawag, Tayabas, was finally nominated by the chief executive, doubts were at once entertained as to the ability of the appointee.

Nothing is at last honored but the integrity of our beloved mayor, on whom we can now throughly depend; who will stand firm when others fall; the friend, faithful and true; the adviser, honest and fearless; the adversary, just and chivalrous; such an one is a fragment of the Rock of Ages.

The one year and a half of his administration has already been completed. It is evident that his accomplishments during this short period of time will carry forward a great promise of a progressive leadership and diplomacy that inspired confidence and respect of the city populace and his subordinates in the government.

Mayor Morato, conscious of the patriotic devotion to the service which he has been called upon to perform, has adopted a diplomatic way of accomplishing his duties as head of the new city. The strict observance of the provisions of the city charter for the maintenance of peace and order, the eradication of vices and crimes within the city limit are being carried on to a high degree.

The maintenance of satisfactory health conditions and public welfare among the residents by the expansion of the work of health institutions under the command of the city are given careful attention, the promotion of social justice program through conferences with the leaders of discontented elements and by providing them employments in the government projects in the new city is ameliorating social and economic conditions among the poor residents.

The formation of a constructive program for maintenance of the city finances on sound basis and the encouragement of the development of local industries are among the projects which Mayor Morato urgently desires to accomplish during his administration to make Quezon City a model community.

How much can we, residents of Quezon City, be thankful to our beloved mayor, who is a true genius that conducts a state, who contrives, foresees the future, distributes and proportions things, makes early preparation, incessantly arms himself to struggle against fortune, and who is attentive night and day, that he may leave nothing to chance? Every furrow in the Book of Psalms is sown with the seeds of thanksgiving. From David we learn to be grateful to our dear Mayor.



The friend, faithful and true; the adviser, honest and fearless; the adversary, just and chivalrous—this is our beloved Mayor Tomas B. Morato.

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1941-

COMMONWEALTH OF THE PHILIPPINES
QUEZON CITY

March 1, 1941

MR. GREGORIO V. FELIPE
President,
Quezon City Publishing House
San Francisco del Monte
Quezon City.

Dear Mr. Felipe:

In reply to your letter of yesterday I wish to state that your plan to put up the "Quezon City Beautiful" is a splendid idea and should be highly commended. The necessity of having a publication of some kind here in Quezon City whereby the people at large may be apprised of the different activities of the city government and of its plans and achievements cannot be overemphasized.

I, therefore, wish to congratulate you on your noble undertaking and I hope you will meet with every success. I can assure you that you will have the full cooperation of this office as well as all the other dependencies of the city government for the successful realization of your plan.

Yours sincerely,

(Sgd.) TOMAS B. MORATO
City Mayor



Hon. P. BERNARDO
City Engineer & Vice-Mayor
for Quezon City

MESSAGE

My congratulations and best wishes go to the publishers of the "QUEZON CITY BAUTIFUL," a civic-spirited and enterprising venture which is at once timely and significant. In these times when the construction and development of Quezon City are attracting the attention of the whole country and giving rise to various comments and criticisms, the publication of a yearly souvenir like "QUEZON CITY BEAUTFUL" designed to bring to the attention of our people the far reaching aims and purposes of this model city's construction and development, and to afford them a far-sighted view of the future Quezon City is highly commendable.

(Sgd.) P. A. BERNARDO
City Engineer

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OUR FIRST LADY



Doña CONSUELO MORATO

It is her moral quality which, in the main, helps her husband rule his people.

.. we entered the modern ground corridor connecting those two magnificent mansions of the City Mayor at Sampaloc Avenue, we were careful to ourselves in conformity to the conventionality of meeting our First Lady. We were asked to sit down by a courteous young lady while she went upstairs of one of the mansions to announce Doña Consuelo our visit. It is a big thing to speak a phrase of comfort while we were there waiting for we enjoyed seeing the lovely constructions around the lawn, and the symmetrical foundation of beauty in the household. We rocked in the commodious chairs, refreshed from the early afternoon heat, and relaxed comfortably from the tiresome position we ha... our bustling car all the m... ing through.

Amidst our relaxation, our eyes caught sight of a majestic woman approaching us in her figure bright as an opening lilac when it spreads its clear leaves to the sweetest dawn of May. We talked with her but we were more confronted in observing her styles in that brief visit. Of all things, we have perceived, we were impressed by her pleasing manners which contributed much to our ease and happiness in that occasion. She carries along a dignity that is respected by the most petulant. There is certainly something of exquisite kindness and thoughtful benevolence in that rarest of women —Doña Consuelo. Good character is human nature in herself. She is not only the conscience of society in her place as our First Lady, but she is the best motive power in this city, for it is her moral quality which, in the main, helps her husband rule his people.

Doña Consuelo has something marvelous in her. We might almost say she is, in herself, a marvel. There is music in her every manners which have charms to soothe the savage breast, to soften rocks and bend the knotted oak. One speaking with her will be gratified and will enjoy the pleasure of her conversations. Discretion and good nature are looked upon as the distinguishing ornaments of her conversations. Her voice is ever soft, gentle and low, an excellent thing in woman. Her politeness comes from within, from the heart. She displays it naturally unaffected with seeming actions or feelings.

Mrs. Morato is a simple, frank woman, without any high pretensions to an oppressive greatness — one who loves life, and understands the use of it;obliging alike at all hours; above all, of a golden temper, and steadfast as an anchor. Her virtue is the most noble and secure possession. It is not her wealth or her possessions or her place in the city that make her considerable but her virtue. Though she wants the advantage of a noble birth, yet her actions afford her a greater one.

As a wife she is heaven's best gift. She is a paradise, a golden sentence writ by our Maker.

Quezon City Government Personnel
As of May, 1941

OFFICE OF THE CITY MAYOR

Hon. Tomas B. Morato	City Mayor
Mr. Damian L. Jimenez	Secretary to the Mayor
Dr. Leon C. Malubay	City Physician
Mr. Norberto Matheus	Stenographer
Mr. Leoncio Vargas	Chauffeur-Special Agent
Mr. Rogelio Gonzales	Janitor-Messenger
Mr. Salvador Palaad	Head Laborer
Mr. Wenceslao Centeno	Laborer
Mr. Romarico Salcedo	Laborer
Mr. Cornelio Domingo	Laborer
Mr. Arturo Ignacio	Laborer

MEMBERS OF THE CITY COUNCIL

Hon. Tomas B. Morato	Presiding Officer
Hon. Ponciano Bernardo	Vice Mayor
Hon. Jose Paez	Councilor
Hon. Alejandro Roces, Sr.	Councilor
Hon. Florencio Z. Cruz	Councilor

OFFICE OF THE CITY SECRETARY

Mr. A. D. Williams	City Secretary
Mr. Jose E. Tolentino	Assistant City Secretary
Mr. Victorio G. Crispino	Record Clerk
Mr. Felix P. Suba	Clerk-Stenographer
Mr. Ernesto S. Altamira	Clerk
Mr. Emeterio J. Villasanta	Clerk
Mr. Jose V. Tagayon	Janitor-Messenger

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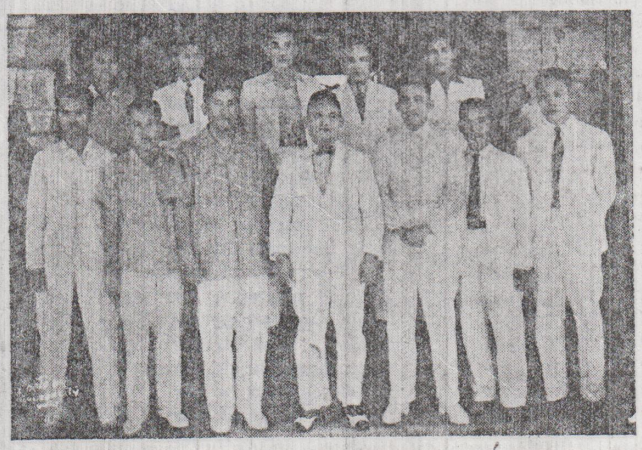
Mr. Marcelino Sarmiento	Acting City Treasurer
Mr. Amado V. Aldaba	Assistant City Treasurer
Mr. Francisco A. Quintos	Bookkeeper
Mr. Alberto Leones	Chief, Taxes & Licenses Division
Mr. Narciso Estacio	Cashier & Disbursing Officer
Mr. Francisco L. Beza	Chief, Property Division
Mr. Arsenio Trajano	Paymaster & Disbursing Officer
Mr. Manuel Q. Navarro	Assistant Bookkeeper
Mr. Adriano Macatulad	Assistant Property Clerk
Miss Resurrección G. Arceo	Stenographer
Mr. Atanacio Valiente	Clerk-Typist
Mr. Cornelio Reyes, Jr.	Clerk-Typist
Mr. Francisco Ponce	Computer
Mr. Pet. I. Vallejo, Jr.	Computer
Mr. Marcelo de los Santos	Collecting Clerk
Mr. Pedro S. Bolaño	Collecting Clerk
Mr. Alfonso B. Luna	Collecting Clerk
Mr. Felix Salvación	Collecting Clerk
Mr. Alejandro Samson	Collecting Clerk
Mr. Wenceslao David	Clerk
Mr. German J. Manikis	Clerk
Mr. Manuel Zaragoza	Clerk
Mr. Sinforoso de Castro	Market Collector
Mr. Elias Pascual	Market Collector
Mr. Francisco Basa	Market Collector
Mr. Candido Salvatus	Market Collector
Mr. Pedro Mortuz	Market Cleaner
Mr. Isaac Tuazon	Janitor-Messenger



OFFICE FORCE OF THE CITY SECRETARY

Front line at the left is Atty. Jose Tolentino Assistant City Secretary of Quezon City. At his left is Mr. Damian Jimenez, Secretary to the Mayor.



Personnel of the Bureau of Audit in Quezon City. Front center shows Mr. Pet. I. Vallejo, the City Auditor.

OFFICE OF THE CITY AUDITOR

Mr. Pet. I. Vallejo	City Auditor
Mr. Buenaventura Manalo	Ranking Clerk
Mr. Domingo Tolentino	Clerk
Mr. Florentino Villar	Clerk
Mr. Gerónimo Timuat	Clerk
Mr. Jose del Rosario	Clerk

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Mr. Pedro Aldea	Deputy Clerk of Court
Miss Maria D. Angara	Court Stenographer
Mr. Amando E. Paredes	Court Stenographer
Mr. Manuel Panaguiton	Court Interpreter
Mr. Pedro Bukalan	Clerk
Mr. Romarico Saccedo	Janitor-Messenger

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Atty.Guillermo Romero	Deputy City Attorney
Mr. Apolinar F. Tolentino	Clerk Stenographer
Mr. Edgardo Matheus	Messenger

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Mr. Gregorio Castro	Clerk
Mr. Godofredo Reyes	Janitor-Messenger

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Lieutenant D. C. Santos	Assistant Chief of Police
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Mr. S. R. Reyes	Sergeant
Mr. C. Alvano	Detective Sergeant
Mr. P. Manalastas	Patrolman Corporal
Mr. J. Vera	Patrolman Corporal
Mr. E. Tolentino	Special Corporal
Mr. J. Nieva	Special Corporal
Mr. R. Nieva, Jr.	Special Corporal
Mr. M. Montes	Special Corporal
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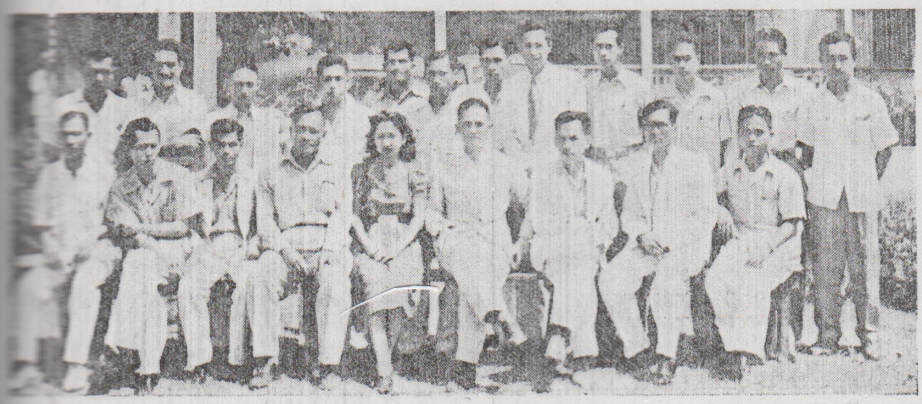
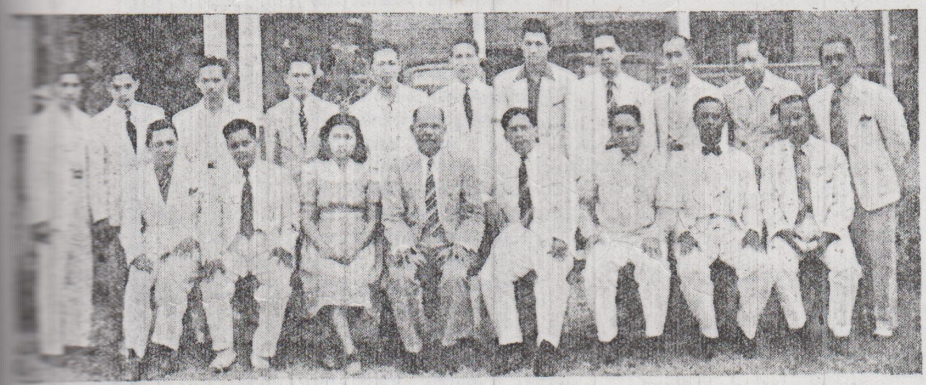


Office staff of the Bureau of Public Works. Sixth from the left (front row) is City Engineer Ponciano Bernardo who is also the Vice Mayor of Quezon City. At his right is Miss Elena Bondame, his stenographer.



City Treasurer's Office force. Fifth from the left (sitting) is Acting City Treasurer Marcelino Sarmiento. At his right is Assistant Treasurer Amado V. Aldaba. The young lady is Miss Resurreccion G. Arceo, Stenographer of the office.

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Mr. J. A. Blanco	Patrolman
Mr. V. Jangar	Patrolman
Mr. J. Obillos	Patrolman
Mr. F. Abubo	Patrolman
Mr. F. Fortuna	Patrolman
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Mr. F. Cuño	Patrolman
Mr. E. Villar	Patrolman
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Mr. U. Walker	Detective
Mr. C. Avila	Detective
Mr. L. S. Garcia	Detective
Mr. P. Taroy	Detective
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Mr. Amadeo Manalo	Construction Foreman
Mr. Nicasio Camayo	Construction Foreman
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Mr. Felix Beley	Construction Foreman
Mr. Alfredo Garcia	Construction Foreman
Mr. Simeon de los Reyes	Construction Foreman
Mr. Antonino Manalang	Construction Foreman
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Mr. Iluminado Navarro	Building Inspector
Mr. Francisco Vera	Building Inspector
Mr. Carlos Alfonso	Building Inspector
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Mr. Saturnino Padilla	Instrumentman
Mr. Maximo Javalera	Instrumentman
Mr. Virgilio Castelo	Surveyman
Mr. Arturo Felipe	Surveyman
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Mr. Roque Peredo	Drainageman
Mr. Mariano Rellora	Sketchman
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Mr. Jose Mahas	Checker
Mr. Jose Rivera	Checker
Mr. Eufemio Agustin	Checker
Mr. Angel Lopez	Clerk-Stenographer
Miss Elena Bondame	Typist
Mr. Roman Carmelo	Right of way man

Mr. Epifanio Bernabe ..... Property Clerk
Mr. Deogracias Dael ..... Messenger

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Mr. Manuel Ecaza ..... Operator
Mr. Monico Ynocando ..... Telegraph Messenger
Mr. Gaudencio Obong ..... Telegraph Messenger
Mr. Juanito Escanjar ..... Telegraph Messenger
Mr. Felix Evardone ..... Telegraph Messenger
Mr. Ricardo Hernandez ..... Letter Carrier
Mr. Celderico Molo ..... Letter Carrier
Mr. Jose Quimpo ..... Letter Carrier
Mr. Cornelio Villareal ..... Letter Carrier
Mr. Santiago Hermosa ..... Letter Carrier

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Mr. Fermin Licad ..... Industrial Supervisor
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Mrs. Rosa Santos ..... Teacher
Mrs. Genoveva Cordoba ..... Teacher
Mrs. Asuncion Jara ..... Teacher
Mrs. Guillerma Bautista ..... Teacher
Miss Jorgia Decena ..... Teacher
Miss Gloria R. Gonzaga ..... Teacher
Miss Benita S. de Leos ..... Teacher
Miss Concepcion Adriano ..... Teacher
Miss Concordia Rafael ..... Teacher
Miss Lourdes Villafria ..... Teacher
Miss Avelina O. Pahimulin ..... Teacher
Miss Beatrice Pajigal ..... Teacher

Miss Nelly Perez	Teacher
Miss Angelina Galvez	Teacher
Miss Emilia S. Santos	Teacher
Miss Gloria Quindoy	Teacher
Miss Trinidad Roaquin	Teacher
Miss Perla S. Fernandez	Teacher
Miss Felisa J. Galang	Teacher
Miss Felicidad Estanislao	Teacher
Miss Magdalena V. Reyes	Teacher
Miss Cleotilde Casañas	Teacher
Miss Soledad A. Gomez	Teacher
Miss Maria L. Salvador	Teacher
Miss Leoncia Alcantara	Teacher
Miss Rosario Villarama	Teacher
Miss Victoria Sanchez	Teacher
Miss Cornelia P. Cruz	Teacher
Miss Elizabeth Figalan	Teacher
Miss Magdalena Garcia	Teacher
Miss Florentina Peña	Teacher
Miss Liwanag Lallana	Teacher
Miss Lourdes Juachon	Teacher
Miss Maria Balfermoso	Teacher
Miss Leonora Caballes	Teacher
Miss Virginia Carranza	Teacher
Miss Tereza Andrade	Teacher
Miss Sulome Guevarra	Teacher
Miss Florentina Evangelista	Teacher
Miss Sinagtala Carranza	Teacher
Miss Francisca Gonzales	Teacher
Miss Belen L. Santos	Teacher
Miss Alodia Ilem	Teacher
Miss Ciriaca Gutierrez	Teacher
Miss Rosario Tiburcio	Teacher
Miss Angelina Valencia	Teacher
Miss Gregoria Garcia	Teacher
Miss Pilar Reyes	Teacher
Mr. Roman Casim	Teacher
Mr. Eustaquio Guzman	Teacher
Mr. Benigno Orencia	Teacher
Mr. Salvador San Juan	Teacher
Mr. Crispulo de la Cruz	Teacher
Mr. Romulo Lopez	Teacher

OFFICE OF THE CITY HEALTH OFFICER

Dr. Florencio Z. Cruz	City Health Officer
Dr. Benjamin R. Cifra	Medical Officer
Dr. Miguel B. Afable	Medical Officer
Dr. Virginia Reyes	Physician
Dr. Mariano V. Cardenas	Malaria Worker
Dr. Lourdes Reyes	Dentist
Dr. Jose V. Santos	Dentist
Dr. Lilim Carag	Meat Inspector
Mrs. Juana Basuel-Crispino	Public Health Nurse
Miss Consolacion Soriano	Public Health Nurse
Mrs. Aurea P. Yarisantos	Public Health Nurse
Miss Casimira Daz	Public Health Nurse
Mrs. Januaria C. Entienza	Public Health Nurse
Mr. Pablo Feliciano	Malaria Technician
Mrs. Luisa Villanueva-Florida	Nurse
Mrs. Presentacion H. Tolentino	Nurse
Miss Fidela San Pedro	Midwife
Miss Leonora Natividad	Midwife
Miss Susana Peleo	Midwife

Miss Elisa D. Suñiga	Midwife
Mr. Gregorio Peña	Sanitary Inspector
Mr. Alfonso B. Mendoza	Sanitary Inspector
Mr. Castor Mata	Sanitary Inspector
Mr. Carlos E. Cabantac	Sanitary Inspector
Mr. Anselmo D. Quiambao	Sanitary Inspector
Mr. Dionisio N. Valerio	Sanitary Inspector
Mr. Alfredo Memoracion	Clerk-Stenographer
Mr. Fermin B. Quejada	Clerk
Mr. Victor Robles	Chauffeur
Mr. Anastacio Reyes	Janitor-Messenger
Mr. Mariano del Prado	Helper
Mr. Eladio Venzuela	Helper
Mr. Vicente Reyes	Laborer
Mr. Eusebio Cepeda	Laborer
Mr. Alfonso Zabala	Laborer



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Acting City Treasurer



Mr. AMADO V. ALDABA
Assistant Treasurer

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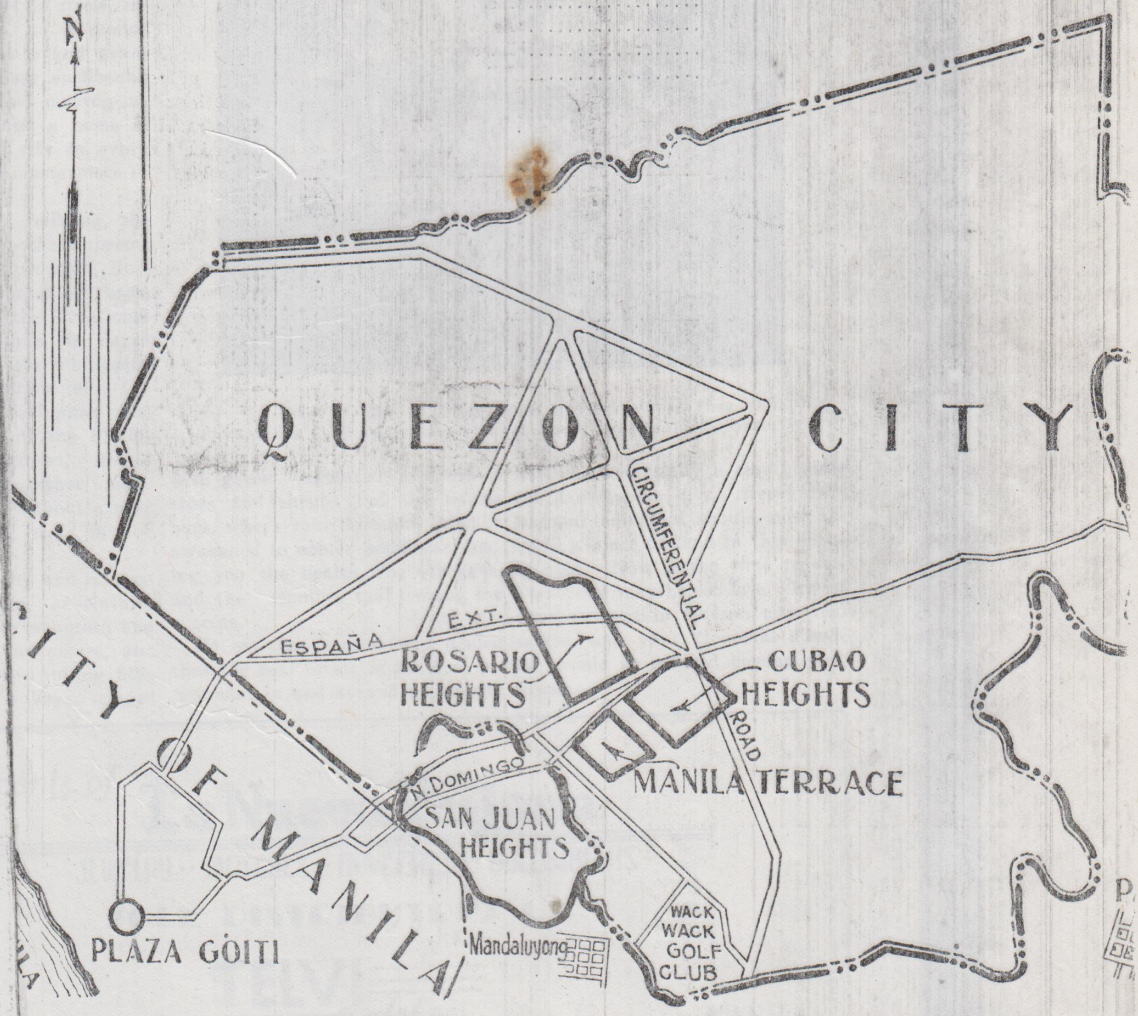

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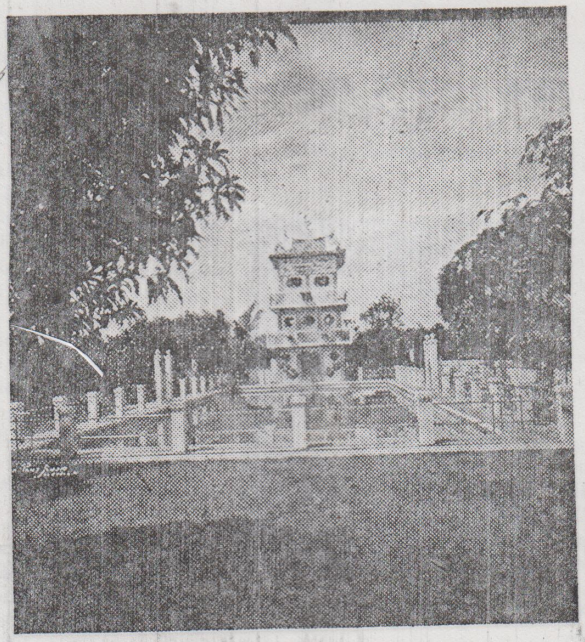
QUEZON CITY BAEUTIFUL

By Rafael Aure-Anloague
Free Lance Writer Mendez, Cavite

City, named after our wealth President, Hon. L. Quezon, the greatest Executive, is now progressing steadily by leaps and beyond the ordinary expectation of the laymen. The ground being nearly 20 above sea level, and the highest nearly 200 feet in height, is no doubt that the atmosphere of the region is far cooler Manila. The rolling hills and and the rivulets afford a beauty distinct in itself, inspiring to the soul, as it stands in magnificence and grandeur making us pause spellbound glorious site, making us with green vegetation of tropical trees and shrubs of the rarest hues, where your dormant spirit is awakened to nobler ambitions, giving you the health, the strength, and the stamina that make for success.

No one has successfully denied that the real estate is the best investment in and around a growing city, more specially a city beautiful like Quezon city. Every farsighted individual should now acquire a piece of land in this beauty spot. Now is the time to act. Tomorrow may be too late. Invest your savings in Quezon city real estate, and your financial standing would be secured beyong your dreams.



One of the beautiful and sanitary resort is the Quezon City Swimming Pool at San Francisco del Monte.

Capitol building, the Mansion, the Supreme ing, the proposed Hosa capacity of 500 beds, Field, the Vocational Golf Course, the Parks grounds, the Philippine and Exposition site, the of the Philippines site, University of the Philiposed stadium, all of sidered together make City a city without a peer Philippines, nay, in the perhaps!

Quezon city and be closbeauty spots of Nature, enjoy the mountain and *gratis at amore*, and watch the rolling hills fruitful valleys tinged

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Health Program In Quezon City

BY

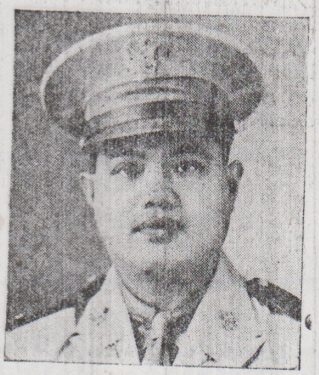
Florencio Z. Cruz, M.D., C.P.H.

City Health Officer

A government entity is established for the accomplishment of something that will be of distinct benefit to the community, be it economical, social, political or scientific.

The health department of the government is entrusted with a delicate task—that of preserving and promoting the physical health and mental well-being of the inhabitants living within a prescribed locality, through the application of the accepted knowledge of prevention and cure. Ideas and practices based on sound scientific principles must be put into practice to attain a certain goal—the happines and contentment of people enjoying bodily health, mental balance, and spiritual peace.

It is the unique experience of the Department of Health of Quezon City to be established hand-in-hand with the creation of the City, unlike the health offices of other chartered cities which is nothing but an outgrowth of an existing health organization, mostly a sanitary division. This fact is important in itself because everything is new; there are no prejudices to be overcome; no old and undesirable practices to be discarded; and a chance is offered to the health administrator to build the structure of his organization on the solid foundation of proven scientific public health administration.



The Author

Acting on the accepted maxim that the health condition of a community can be gauged by the health of children and of their mothers living therein, the City Health Officer and the Acting Chief Nurse conceived the idea of establishing health centers in those places of Quezon City where they will be needed. In these centers, consultation for mothers and children is held about two hours everyday, and the rest of the official time is spent in house-to-house visit made by nurse and midwives who see to it that the instruction, teachings, and advice given to the clients by the physicians in the centers are followed and put into practice. Attention is invited to the fact that treatment in the centers is not of primordial importance; these centers are used as schools in which mothers and prospective mothers are taught how to take care of themseives and of their offsprings; how they should keep themselves well and free from any ailment so as to assure them of bringing out to the world children who are the picture of vigor and vitality.

For the protection against epidemic diseases, vaccination and immunization are being performed by the nurses and sanitary inspectors. Children of 30 days old up to one year are vaccinated against smallpox as well as the pupils in the primary grades. The rest of the children in the schools are immunized against cholera, dysentery, and typoid fever by injection of necessary doses for three times of this triple vaccine. The contacts of the cases suffering from these diseases (some dysentery, rarely typhoid, none of cholera) are also immunized by injecting them with the required dosage of the vaccine. Mass immunization of the inhabitants is not done since it is impossible due to lack of personnel. Besides, it has been found that mass immunization of an uncontrolled population is impractical and untenable for reasons that are obvious. Any public health measure that conveys a false sense of security is unsafe, if not downright dangerous.

Protection of food and water supplies is religiously looked into by the sanitary personnel. In places not supplied by the Metropolitan Water District, artesian wells are the main source of water for drinking, cooking, and washing. Water from these wells is periodically examined chemically and bacteriologically to determine their potability. Food establishment like restaurants, "panciterias", "carinderias", bakeries and refreshment parlors are rigidly inspected by the



The Medico Dental Clinic apart from the Public Dispensary stationed at the City Hall.

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officers and sanitary inspectors and those found lacking in [illegible] and sanitary facilities ordered closed until the deficiencies are properly corrected. Employees in these eating places periodically examined, immunized against gastro-intestinal diseases, their stools are bacteriologically examined to see that they are not carriers of communicable diseases and carriers are taken to hospital for treatment.

At present, the health department is embarking on a campaign for sanitary disposal of sewage. Specifications of the automatic flush [illegible] in the process of construction in the most populous part of the city, and one of them is to be installed already. All owners of houses are compelled to construct latrines acceptable to the City Health Officer before they are allowed to occupy the house. Owners of old houses which have no ways of safe waste disposal are directed to construct sanitary latrines in their premises.



Dr. LEON C. MALUBAY
City Physician

The above is, in short, a resumé of the health program in Quezon City, and with the cooperation of the intelligent public opinion in this urban community, plus the unstinted support of the government officials and civic-spirited citizenry, the City Health Officer and his co-workers expect that their effort to make the city bearing the name of our distinguished President one of the cleanest and healthiest in the Archipelago will lead to a successful termination.

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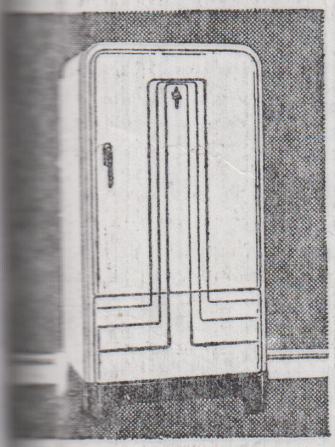

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OUR LAW DEPARTMENT



Atty. OSCAR CASTELO
"...no miscarriage in the administration of justice."

Honorable Amado P. Amador had no time with us. He was absent during our Campaign. Yet we covered our subject from other sources. Even the City Attorney, Mr. Oscar Castelo was too busy to attend to us. Somehow, we met him for a few minutes, with whom we made an interview regarding our subject. Due to our little time with him, however, we had only the important details we now disclose in this article.

Justice in Quezon City is its bread. With the administration of Honorable Amado Amador, Judge of First Instance in this city, we are assured that wrong doings will appear to all men's fear. He always deals justly, not only to those who are just to him but whenever justice is necessary. He disregards with averted eyes the gorgeous glare obtained by polluted hands. He is wont to draw nigh to holiness, not reverencing wealth when falsely stamped with praise, and assigning to each deed its righteous doom. Whether a culprit is his kin or his friend, such neighbor nearness to his sacred blood does not allow any privilege to that culprit nor partialize the unstooping firmness of his upright soul. In his decisions, he does behold neither plaintiff, defendant nor pleader but only the cause itself. His impartiality to duty guides the steps of the offices under his.



Capt. SABINO DE LEON
Chief of Police of Quezon City, does not tolerate the law breakers in his station.

The office of the City Attorney stands as one of the most important instrumentalities composing the Government of Quezon City. Its varied activities covers the prosecution of all offenses committed within the jurisdiction of Quezon City, conducts criminal as well as administrative investigation drafts ordinances and contracts for the City, and acts as the legal adviser for the several departments of the city government. These varied functions are personally attended to by Mr. Castelo.

The City Attorney is confronted with the disposition of cases in Quezon City. According to him, a total of 421 cases had been filed by his office during the year 1940. It is gratifying to mention that there had never a single instance when the attention of his office had been called regarding any miscarriage in the administration of justice. The impartiality which

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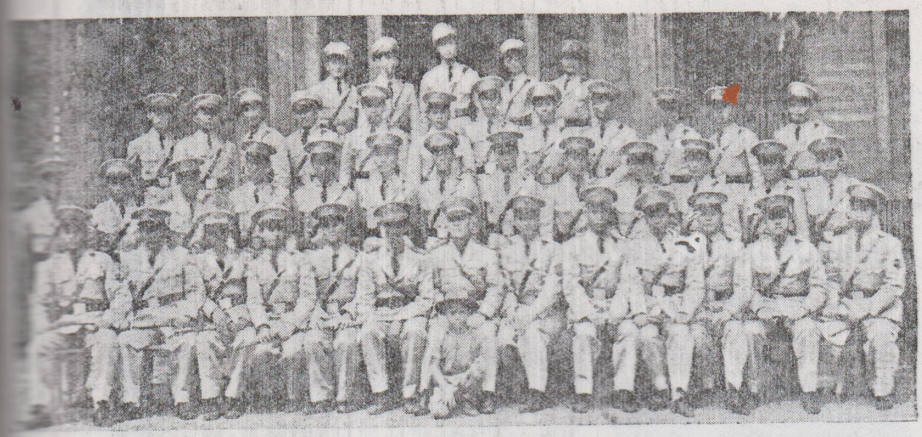

"We are impartial," so they say—these able policemen of Quezon City. Chief De Leon is seen sitting behind his boy scout, Savino, J.. At his right is Asst. Chief, D. C. Santos.

the City Fiscals office early education was attained in tised privately. He was appointed
discharge of its duties and his hometwon, Cabanatuan, Nueva Assistant Provincial Fiscal of
to make Quezon City a Ecija. He graduated with Bache- Nueva Ecija on December 8, 1931,
are two of the factors lor of Arts degree from San Juan on January 12, 1940, as Assistant
contributed largely to- de Letran College in 1920 and ob- Attorney in Quezon City and on
end. tained his law course in Escuela de November 9, 1941, as City Attor-
Castelo is well prepared Derecho in 1925. In 1927 he passed ney.
reposed on him. His the bar and thereafter he prac-

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QUEZON CITY AFTER ONE AND A HALF YEAR

By Perfecto R. Palacio
Justice of the Peace
Quezon City

On October 12, 1939, when His Excellency, the President of the Philippines, stamped his signature of approval on Commonwealth Act No. 502, passed by the National Assembly, a new city was born, a city destined to become the capital of the Philippine Republic and the first model city in the Orient which will rival with the modern metropolis of America and Europe in beauty, cleanliness and splendour. On that fateful morning, at Malacañang Palace, our beloved President, Hon. Manuel L. Quezon, surrounded by the members of his cabinet, converted with a stroke of his pen, a territory containing 73,350,000 square meters, situated northeast of Manila, twice and one-half as large as the present capital of the Philippines and peopled with about forty five thousand inhabitants, into QUEZON CITY. A new governmental entity under the Philippine skies was born!

In this new city, the people who were accustomed to lead a rural life and used to obey and observe the laws and ordinances of the municipalities of San Juan del Monte, Mandaluyong, Mariquina, Pasig, San Mateo, San Francisco del Monte, and Caloocan, from which Quezon City was segregated, were given a new brand of governmental system, a government unique in character and singular in activity and very much different from the other municipal governments heretofore established in the Philippines. Quezon City is indeed unique in that in said city not a single official owes his position from the votes of the electorate. For, Quezon City has a municipal board composed of a mayor, a vice-mayor and three councilors—all appointed by the President of the Philippines. Unlike Manila or some other newly created cities, the Model City is governed by officials all directly responsible to the President of the Philippines. Politics has nothing to do with the workings of the city government, nor does it have any influence in the appointment of officials therein. It is modelled after the City of Washington, the capital of the United States of America, where the government is run by commissioners directly appointed by the President of the United States.

According to the plan worked out by the Commonwealth Government, the national capital building, the Supreme Court edifice, the executive mansion and the Philippine Military Academy barracks will be permanently established and constructed in Quezon City. Besides, the permanent International Exposition grounds and buildings and the Philippine University edifices are now being constructed there. The streets are well planned out, most of them having a width of sixty meters with two lanes and wide sidewalks. The houses and residential homes are being constructed in such a way as to give ample spaces between them for lawns and alleys where children can play and have ample fresh air to breathe. The streets are now being asphalted, and the lighting on the same will be fashioned after the modern lighting systems existing in modern cities of America and Europe.



Hon. PERFECTOR PALACIO
Author of the foregoing article

Born in Mauban, Tayabas, he began his early education in Mauban Elementary School. He graduated the secondary course from Tayabas High School. Then he came to Manila, enrolled at the College of Liberal Arts in the University of the Philippines. Later he graduated law from the Philippine Law the same year of graduati School, passed the bar in the same year of graduation and returned home to Mauban, Tayabas, to practice privately. He was elected Municipal Councilor of his town and while serving in that capacity, he was appointed Assistant Fiscal of the Province of Tayabas. From there he was shifted to Quezon City as Justice of the Peace, his present position. Hon. Palacio finished his Master's Degree from the University of Santo Tomas last March 25, 1941.

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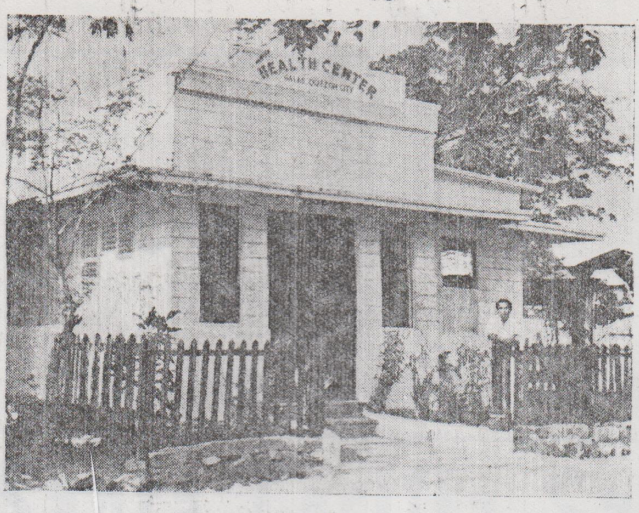
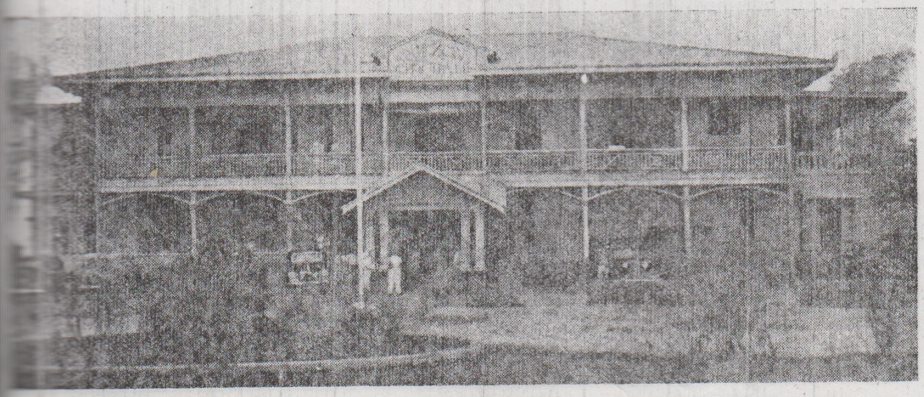
...formerly, the territory ...ted into Quezon City was ...nting grounds of thieves, ... gangsters, opium dealers, ...ers and white-slave traffick... it is a clean, safe, tran... and sanitary place to live in, ...me of peaceful and law... citizens—thanks to the ...fficient and constructive ad...ration of Hon. Tomas Mora... active, able and well-liked ... of Quezon City, a person ... a humane understanding, ... personality and cham... social justice. Indeed, Pre... Quezon was not the least ...n in his choice of Hon. To...rato as the first mayor of ... City.

...ays, anybody who is even ...med to the streets, parks ... public places of the Mo..., can loiter around with... the least molested or ... y thieves and bag... which abound in the ... and parks of other cities. ...ly one year and a half of ... the efficient adminis-



One of the achievements of our Club Women is this Health Center constructed by the Galas Women's Club along G. Tuason Street.

tration of Mayor Morato with the cooperation of other city officials, Quezon City has already shown unmistakeable signs that it will be a real model city in the years to come.



The temporary City Hall of Quezon City, housing the offices of the City Mayor, City ...retary, City Treasurer, City Auditor, City Attorney, Session Hall, Bureau of Public ...rks, Bureau of Education, Bureau of Health, Bureau of Post and the City Assesor. Be...nd it are the Municipal Court and the Police Department.

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OUR PUBLIC SCHOOLS

dirstrict of Quezon City, is included under the Divi- of Rizal province, was organiz- January 20, 1940, in accord- with Division Circular No. 7, of 1940, issued by Mr. Benito Pangilinan, Division Superintendent Schools. There are ten units to present stationed at Cubao, Murphy, San Francisco del Balara, Tañong, Jesus de la Santol, A. Bonifacio street, and Bagumbayan, incor- from the neighboring towns Caloocan, Marikina, San Juan Pasig.

For a period of two years, there been a constant growth precise- the number of enrollments increased from 2,070 to 3,951. Formerly there were only 19 most of whom were sta- in San Francisco del Monte Elementary School, the largest unit the district. This number has emerged to 83, almost twice the former.

In Quezon City the number of children aspiring for enrollment in its different sections has been rapidly increasing. For sometime, there have been many pupils registered but were not accommodated. For this reason, 31 additional extension classes were opened. New public school buildings and additional rooms to the old ones were also constructed to house these classes.

Among the various activities which the district of Quezon has undertaken during 1940 to 1941 are the organization of the Child Guidance Clinic at San Francisco del Monte Elementary School, the organization of parent-teachers associations in the different school stations and Boy Scouts, the creation of an official organ of the city schools named "The Quezn City Recorder", published monthly, and the first aid course for teachers conducted by the Boy Scouts of the Philippines in March, 1941.

The achievements in this district are largely due to the initiative of Mr. Gil Umali, the principal teacher. His long years of service in San Francisco del Monte has afforded him a thorough knowledge of the needs and adaptations of the city schools. Under the guidance of the Division Superintendent of Schools, Mr. Benito Pangilinan, Mr. Umali has carried effectively the programs for the progress of this district. With the new appointment of Mr. Jose Y. Tuazon as our Supervising Teacher, all efforts to put the district of Quezon City atop the others will be enforced, as we found in him, at the outset, a stirring personality to engage ceaselessly in the welfare of our city education.



A group of our city educators from the different districts in Quezon City. District Supervisor, Jose Y. Tuason is seen seated 8th from the right. Beside him is Principal Teacher, Gil Umali.

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QUEZON CITY IN BLOOM

think that the charter of the new Quezon ... This has been also the subject of a ... between the Democrats chieftain, Ex-... Sumulong, and Don Alejandro Ro-... City Councilor of the new Metropolis and ...igable enterpriser in the Philippines. The ... of this publication,somehow, through ex-... the American Chamber of Commerce ... reiterates the notion of Don Alejandro ... few additional facts herein written, ... public will soon realize that here, in-... better dressed sister of the Philippines' ...

...ed transportation is the basic explana-... Quezon City. The site is large, 30 miles ex-... New Manila at San Juan to San Fran-... Monte and La Loma.

... City will fill up with the homes of ... work is either in the government, or in ... and the drive back and forth even by bus, ... a matter of a few minutes only. When the ... goes to Quezon City, the officials and em-... affected will either build or rent ... here ... from their homes in Manila. W... n the ... Congress rises here, another gr... will ... choice. Each man will have a stake ... He will not sacrifice this in obtaining ... more out here.

... of a hole will be left behind in the ... modern Manila when the University of the ... moves in this new city? The Univer-... undergraduate enrollment is 8,000 students. ... will sum up in Quezon City to form a big-... and an important city. And the si-... will advance when the permanent Phil-... goes here where some of the build-... also some for the University of the Phil-... are already going up.

... City, with naught but boulevards and ... and a public park for every community ...ding 50 acres of area, will nuzzle against ... slummy shoulders, but with no hurt, be-... slum families are living where they do ... be nearby their work; the factories will remain where they are, and so will the neighborhoods around them.

Even a great national zoo, that ought, we think, to be one of the first general betterments at Quezon City will mainly attract sightseers from Manila during holidays and weekends, since for the most part people will continue to live near their work. A national zoo is much needed. Let it be at Quezon City, in order that Philippine children will no longer have to grow up ignorant of the animal world and sometimes cruel toward it. It is a medievalism that the Philippines have no zoo. Quezon City is just the site for such things, and for thousands of homes, and for such stops and retail business as the demands of such a suburb will naturally support.



One of the first business houses constructed in this City is the headquarters of the Acro Taxicab Company at corner N. Domingo and Valencia Streets.

When you go up to the North Harbor you can garner at that with some amazement. There lies a new port area of 250,000 sq. miles reclaimed from the bay ready for railroad sidings and factories, and just in the opposite direction from Quezon City though conveniently enough placed, if families wish to have homes in Quezon City, for breadwinners earning ₱100.00 or more a month. Workmen like living near their work, however; 10 centavos a day for a bus is 10% out of 1 peso, and it is still widely true in Manila that a peso is a good day's wage. There will therefore be uses for the North Harbor development, and consequent stable values for real estate there, and quite other uses, with other values, for Quezon City. One growth will somehow supplement the other, we hazard.

There are 7 piers rising at North Harbor, to accommodate interislanders heretofore berthed in the river. With this new facility outside the river, on the bay, the interisland fleets can be made up of larger ships. We rather look for shipways to be

(*Continued on page* 35)

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The "La Campana" has built this modern factory in Quezon City centralizing more than 100 laborers, men and women.

and actual ship building to be revived. It come to pass, but would not surprise if it In any case, if North Harbor is indicated for industry (what it must be built for) then the property is in for a rise of values: lessors charge for home sites, workmen will be near their work and house rents will rise, if

all this to square with cheap exports and business volume? It is hard to say, and unnecessary even to guess. Sheer urge of ris- nulation will simply push things along. It is ic that 7% of Manila families own their own the land and the house together, and there an improved public park north of Pasig. Slip leaven of public improvements into this gen- and the whole mass of values will be

also be logical for elite building to keep the bay, south of the city, through Pasay naque. Families able to pay good rent for artments will swing that; and besides, look snooty shops sprinkled through that dis- dy, like bangles on milady's gown. Swanky schools, and the American School, also have t in this; and popular churches and favor- Ermita will live too liked by the Spa- particularly. A lot of Government Center built alongside Ermita, whose hotels and are varied to taste Ermita's realty pros- rooted deep. Manilans have seen San ights, New Manila, and newer additions be- develop during the past 20 years (out- city's boundaries), with not one Spanish them.

tural summing up is that Quezon City will gside Manila and benefit the old city ra- harm it. The new city will be site for the old one a site for everything. And so, the government intends. Manila is ideal- to industry, and in the fullness of time is harbor much industry of capital im- advantages begin with her improved r- er stinted by the government. Benea all has an 80-mile system of industrial canals, heap the strutting about of products and and out her river and these canals, barges the roadstead and huddle about the ships nabling them to load and unload from all the same time—at very low cost.

think that the whole preoccupation of Ma- has been Quezon City. One thing Mala- has been doing all over Manila (in addi- North Harbor, new bridges over the Pasig national roads including the magnificent ential Highway round town and through City) has been the cleaning out, sanitation, up of the canals. Quezon City will be as the built on the farmhouse after the of a good wheat crop or when sugar sold at P8.00 a picul. Manila will remain

(*Continued on page* 39)

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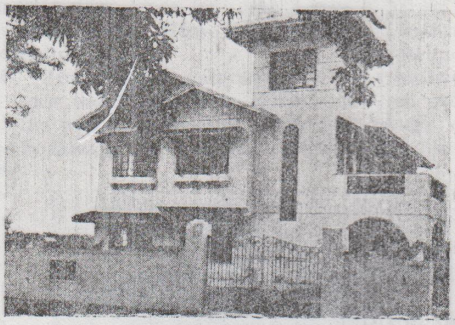

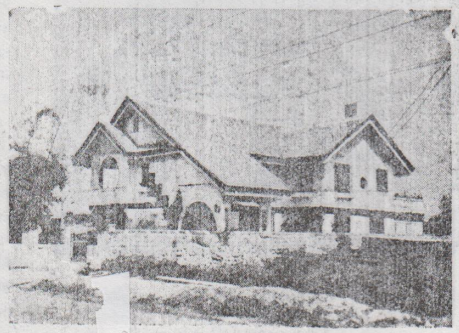

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Quezon Boulevard which passes through this fastest growing subdivision, assures the continuous progress of SANTA MESA HEIGHTS.

When you consider these advantages
You too will love SANTA MESA HEIGHTS . . .

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2. Prices are one-third those of Malate and cheaper than any other subdivision of equal merit.
3. Located between 2 growing cities—expanding Manila on one side and growing Quezon City on the other.
4. Wider streets than any other subdivision.
5. Strict zoning regulations—guarantee convenient and comfortable residential district.
6. Very near the biggest universities and five private schools.
7. It is the nearest higland outside Manila —cool and dry.
8. Market and school are now under construction by Quezon City on lots donated for this purpose.
9. Efficient transportation service at short intervals.
10. Water, telephone, electricity and gas at city rates.

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SANTA MESA HEIGHTS—
the gateway to QUEZON CITY

Mesa Heights is rightly the "Gateway to Quezon entering Quezon City Manila by any of the four highways, you have to go Santa Mesa Heights, as Mesa Heights starts on the line of Quezon City and

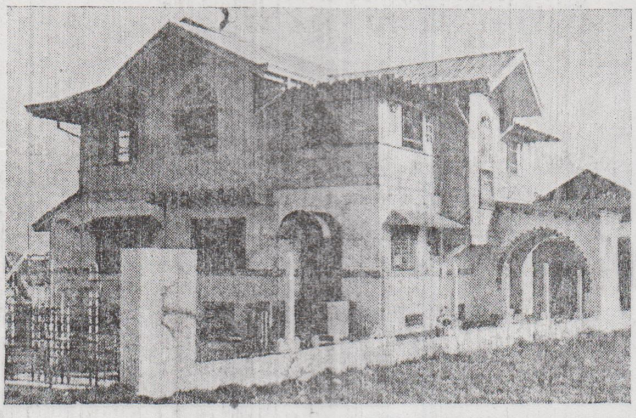
most important national to Quezon City is the re- widened España Boulevard connects the Quezon Boule- Manila to the Quezon Bou- Quezon City, which ex- to the University site. oulevard will be the longest Philippines as it will be ap- 12 kms. long. The Quezon City boundary line section is only 3 kms. ra- Plaza Goiti and it can that Santa Mesa Heights subdivision outside Ma- is so near Plaza Goiti. from the boundary line up to the San Juan Quezon Boulevard runs Santa Mesa Heights pro- This 38-meter strip of land of approximately 68,000 has been donated to the wealth Government by the of Santa Mesa Heights.

d main approach to City will be through the Mesa Boulevard which is construction. The Ma- City boundary line in is 4 kms. radius from Goiti. The right-of-way of for this boulevard, pass- Santa Mesa Heights pro- also been donated to the wealth Government. The this land is over 25,000 meters and the boulevard Mesa Heights property 700 meters long.

important approach to City will be through the Avenue-Laong Laan-Di- Road and then to An- nifacio Avenue which leads Antipolo. The Manila-Que-zon City boundary line in this section is a little over 3 kms. radius from Plaza Goiti and the Bonifacio Avenue, which will be widened to 20 meters, runs for over 2 kms. along Santa Mesa Heights property.

From these descriptions will be seen that Santa Mesa Heights is the nearest subdivision to Manila in Quezon City and that it is approached from Manila by very few boulevards and avenues.

The development of Santa Mesa Heights is unprecedented in subdivision history of the Philippine Islands. Up to March 31, 1941, there were already sold 900,350 sq. meters of land. Over 34 kms. of wide streets have already been opened to traffic, of which over 5 kilometers of streets have already been asphalted and three kilometers have been Macadamized. Unlike other subdivisions which have had to resort to building houses for the buyers of the lots, Santa Mesa Heights does not build houses for the buyers of lots, and in spite of this, there are over 400 homes built in this property. The Quezon City authorities, having seen that Santa Mesa Heights is the most progressive subdivision, have started to build the first market in Quezon City on a block of over 9,000 sq. meters which was donated to them for this purpose. This market is nearing completion and is expected that within sixty days same will be inaugurated. The owners of Santa Mesa Heights have also donated a strip of land of over 25,000 sq. meters for school site in their property.



One of the beautiful homes built on the Sta. Mesa Heights Subdivision on Calle España is this residence of Mr. Ricardo Sabella.

The phenomenal expansion of Santa Mesa Heights can be attributed to the following reasons.

Although a lot of credit has to be given to the managing partners of this subdivision, Messrs. Gregorio Araneta, Incorporated, in being the first ones to use tractors with bulldozers and scrappers to open the streets and also in giving them credit for selling the lots at cheaper prices than similar lots within the same radius or even lots that are farther out, the main reason for this phenomenal growth is due to the fact that the location, elevation, beautiful topography and nearness to Manila make

(*Continued on page* 39)

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Mesa...

(Continued from page 37)

Heights the natural of the City of Manila, the long drawn case in known as the Mayorazgo owners of this property same should have been for residential purposes Pasay and San Juan developed.

districts of San Manila, San Francisco and Balintawak are al- populated and for this rea- natural to expect that Santa Mesa Heights will be populated in a very short period of time as it is much nearer than the above mentioned districts. With the prices that are being charged for lots in Santa Mesa Heights and with the facilities for payment that are being offered, there is no doubt that lots in Santa Mesa Heights are now one of the best investments in the Philippine Islands.

A visit to this fast growing community where beautiful houses are being built will convince anybody that Santa Mesa Heights is the ideal residenial section and offers excellent investment and speculative possibilities.

Santa Mesa Heights will be of great financial help to Quezon City. It is reported that for land taxes alone for the year 1941, Santa Mesa Heights will have to pay nearly ₱80,000. This does not include, however, the taxes on numerous houses that have already been built in this property. With this income, Quezon City will undoubtedly reciprocate in improving the services to Santa Mesa Heights, such as the placing of street lights, improvement of sanitation and increase the police force.

We again wish to recommend Santa Mesa Heights as an excellent investment.

City In...

(Continued from page 35)

tial original structure, as desirably si- with respect to industry, business, and ocean as any city could pray it might be.

an addition to all this as Quezon City, spacious heights, Manila may even ex- attract, to herself much capital and initia- overseas that she now palpably lacks for complete grappling with her futures. For it is everywhere evident that by some means big things have to be tackled and done in this city, in this country generally, and in ways. The little things done in little ways, with comparatively little capital, that have sufficed up to now, will not, for long in the future, fill the bill.

We have a potential Pittsburg for our city, and, in Quezon City, the heights remote from the chimneys that ought to be the landmarks of busy factories.



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A TALE OF TWO CITIES

By Jesus V. Meritt

(Reprinted from the Free Press)

Here is a tale of two cities. It is not the tragic story of ancient Pompeii and Herculaneum. It is the factual biography of two modern dream cities, one carved out of an Occidental swamp, the other built in an Oriental wilderness. It is the fascinating narrative of their chrysalis-like growth under the seemingly magic wand of two builder-presidents, of whom as much can be said as was said of Emperor Augustus, who "found Rome a city of bricks and left it a city of marble."

Washington and Quezon City are the dream cities. The first is at the high-noon of its development but is still undergoing a steady growth. The other is a fast booming town, a prodigy city of fabulous possibilities.

Washington the federal city that George Washington gave to his mighty nation, was conceived on April 4, 1791. Quezon City which Manuel L. Quezon dreams of making a city of perfection, was born 148 years later, or to be exact on October 12, 1939.

George Washington conceived the plan of a federal city in the twilight hours of his second term. In his soul, he felt he had helped start a mighty republic and that it was his duty to give that nation a magnificent capital city, one that "would be expressive," he proudly said, "of the aspirations as well as the power and wealth of America."

QUEZON CHANGES HIS MIND

Manuel L. Quezon was moved by an entirely different purpose and reason. He founded his city actuated by new fangled ideas of social justice. His original objective was to secure an area, large enough for a residential colony, where Manila's workmen and factory laborers "could live like men and not like hogs".

Washington wanted a city of splendor; Quezon desired an industrial paradise. Washington would be a builder of superb buildings while Quezon would be a builder of happy men.

The story behind the planning of these cities is an interesting tale. It reveals the complicated processes involved in such a colossal enterprise.

As an initial step, a law known as the "Residence Act" was enacted authorizing Washington to designate 10 miles square as the site for the future national capital. The location of this federal district was left to Washington and he chose what was then a swamp, dark, dank, and dirty, along the languid waters of the Potomac.

Likewise, Quezon, by virtue of similar legislation, designated for the site of his city a territory, lying asprawl high, rolling hills, more than twice the size of Manila, covering the vast Diliman estate and all the area east of the capital up to the Marikina river.

When Quezon designated an unusually wide and extensive region for the site of his dream city, it was a signal that a change had occurred in his heart. It was evident that the original plan for a workingman's utopia was no more the paramount obsession in his mind. Now he envisioned a metropolis of vast conception, one that "would compare favorably with the best that Europe or America can offer." If the Philippines is the "pearl of the Orient seas," he was determined to make Quezon City worthy of that pearl.

Quezon, who had caused a renaissance in city planning in this country, knew that a city planner must think in terms of decades, even centuries, instead of years. That was the dominant idea in his mind, and he ordered that the plan for Quezon City be drawn on a scale far exceeding what would be needed for a long time to come. Washington, the father of city planning in America, thought of the same thing more than 100 years ago. In fact before Pierre Charles L'Enfant, the French landscape artist and engineer, drew the plan that was the original framework of Washington City, the President told him in plain language that the city plan must be of such proportions "as to leave room for that aggrandizement and embellishment which the increase of the wealth of the nation will permit it to pursue at any period, however remote."

THE PRESIDENT DREAMS

When the plan for Quezon City was drawn with its outlines of magnificent buildings, boulevards and public squares, Quezon, it is said, was almost beside himself with joy. "A dream city out of a wilderness! It is too good to be true," he reportedly remarked. Indeed, he must have felt the same elation that animated Washington when he wrote Hamilton the following exultant and prophetic lines: "I take great pleasure in sending you the plan of the new city situated about the center of the union of the States which is designated as the permanent seat of the government. A century hence, if this country keeps united (and it is surely its policy and interest to do so), will produce a city though not as large as London yet of a magnitude inferior to few others in Europe on the banks of the Potomac..."

Of no little interest in the building of these two cities were the architectural views of their founders relative to the capitol building. "Whenever it is proposed," Washington said, "to prepare plans for the Capitol I should prefer adoption of someone of the models of antiquity which have had the approbation of thousands of years." For his own part, Quezon expressed preference for the Thornton classic designs, the blending of the feudal and modern which have already received the approbation of all good judges."

Washington and Quezon were not satisfied after the nation's monumental edifices had been agreed upon. They were determined

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them real marvels so they to be consulted on every of these colossal enterprises city building. It is a part of genius to find time for every-

Jefferson drew a modest for the location of the Capitol White House, Washington ely rejected it and approv- scheme submitted by L'En- The federal city, he decreed, a city of magnificent dis- those should be distances must be magnificent."

likewise, vetoed the long Burnham plan in the tion of the Capitol, which to move from Manila's to Quezon City. He thinks be dangerous to build a of white structures or to them in one compact that would make them an target of aerial bombardment of invasion. Here again has unwittingly endorsed on's idea of a city of mag- distances.

POSITION TO PROJECT

"advent" of both cities was by the birth pangs of all mental enterprises. The diffi- were not so much in subdu- wildland and forest as the controlling the passions and of man.

were a lot of growls against ling of these cities. The voices of croakers and ists were heard in

Austere and erudite J. ley said of Washington, eral city is not a nice place. The dust is disquieting, is deep and the morals are

position to the creation of City seemed more disturb- designated site, objectors was highly malarious and place for human beings

Vocal and conscientious long lamented Jeremiah- so many millions of the money are being wasted on designed to establish "a district for the residence privileged classes."

seemed at first an in- supernable obstacle appeared when the urbanization work and the expropriation of private properties were undertaken. Profiteering hit a new high. In his diary, George Washington deplored that the price soared up to $125 acre in the same way that Quezon publicly denounced the profiteers for assessing their land properties from P5 to P10 a square meter whereas a "few years ago the same was quoted at one or two centavos."

How did these two men do away with this orgy of speculations schemes which for a time threatened to frustrate the realization of their exulted dreams? Washington went about it via the route of tactful conciliation. He met the people and, in a condescending attitude rare among people of such imperial character, appealed to their reason and civic pride. Quezon did not emulate Washington's patience; much less did he haggle with unscrupulous, opportunistic profiteers. In a flamboyant style that is characteristically his own, he threatened them with punitive legislation unless they stopped profiteering at the expense of essential public improvements.

Measured against the background of human history, it seems only yesterday that George Washington decreed that on the chosen site, "ten miles square," along the Potomac should rise the seat of his nation's government. He conceived his dream city in response to an emotional impulse but built it with vigor born of necessity. Today, Washington City is looked upon the world over as the best expression of American ideals and experience in city planning.

Many years will pass before Quezon City will come of age. But the future is plain—here is an up-and-coming Oriental metropolis of magnificent possibilities. It is being built to become a Far Eastern edition of George Washington's unique city, a home city and a fascinating show place.

Probably no two men born in different climes and ages are more alike in aspirations, patriotism, ideals, and temperament than Washington and Quezon. It is a strange coincidence that the name and fame of both men—the first presidents of their own countries—are being immortalized by two cities of their own conception and making—dream cities that are strikingly similar in origin, growth and development.

We Wonder Why——

WE WONDER WHY the creation of Quezon City is criticised as only an unnecessary expense of the government. Does not anybody see the benefits derived from the new city?

WE WONDER WHY it is said that Quezon City is intended for the privileged class while the government owned Diliman estate is now mostly inhabited by the working class.

WE WONDER WHY doubts were at once entertained as to the ability of Honorable Tomas B. Morato as mayor of the Quezon City. Don't we now realize that his accomplishments during his brief period of administration is carrying a great promise of a progressive leadership?

WE WONDER WHY many lament over the transfer of many important institutions and government offices from Manila to the Quezon City. They should understand it, or don't they know our reason for approval? They should ask us.

WE WONDER WHY Quezon City has at once become famous to the world and it is being envied by many, even by persons from the far North.

WE WONDER WHY many car owners from the provinces prefer to release their plates from the Quezon City. Do they consider it an honor?

WE WONDER WHY many rich Manilans are crumming up to buy lots in Quezon City. Are they aware of the future of the new metropolis?

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THE FUTURE CAPITAL OF THE PHILIPPINES

By Jose Teves, *Sub-Barrio Lieutenant, Kamuning District*

…zon City enjoys an edge over … Philippine cities: it had a … start. It did not grow and … as a rambling barrio or … born of some gold rush, oil … or what not. It was con… … the serenity of the Presi… … desk or, perhaps, bed, plan… … and blue-printed by expert … No buildings were demo…, no street superimposed on … No complaints were re…, no expropriation or evic… … proceedings were aired in the … of justice.

…teen months of life, with … brain, tool, and modern ma… … at work have wrought … Trees, shrubs, and land … were beaten down. … there were dangerous and … barriers of ravines … crags, the terrain was level… … roads were opened, impressive … carved, houses built. … only the foot and the hoof … pass, busses and cars now … through. Floods, which used … this once wilderness, have … "finis" to their havoc. Fil… … and construction of artificial … have taken the teeth out of … waters. And so, nineteen … of building have given … to a baby, the world's young… … Quezon City, only six kilome… … from Manila.

…all these we must thank our … who envisioned the city. … must thank our lawmakers for … blood-life. We must thank the … who planned. We must … the foreman who manages … of willing workers. We … thank the laborers who toil … hammer, chisel, and pick-axe … crowbar. We must thank the … -homeseeker who blazed the … We must thank the govern…

…certain writer with a poetical … of mind has aptly called … City a Venus de Milo: … in essential parts, but al… … beautiful and a paragon of … tion. Yes, because it was … with master-strokes, out of … virgin land, just as Ve… … Milo was hewn out of rough … The City was not built … or haphazardly, but it is being worked out gradually, efficiently into a perfect product.

Quezon City is some 25 meters above the highest point in Manila, and not many meters below the lowest in Baguio, the summer capital of the Philippines. It takes after Baguio in the invigorating coolness of climate, rivals Baguio as a summer resort, beats Baguio by its very name, "Quezon," and its prospects. Baguio has grown and matured, reached its peak of kaleidoscopic beauty, prosperity, fame, and size; Quezon City is a gargantuan baby, growing at an incredible rate, heading skyward to twice the attraction of Baguio, twice its prosperity, twice its fame, twice its size.

In time it would stretch its benign hands, cuddle Mother Manila, already a decrepit old woman, in its young breast, give her warmth, comfort, inspiration, new lease on life. Quezon City would become a residential center, Manila a zone of commerce and industry: of shipyards and factories and power plants and commercial houses. And our capital shall be named Quezon City, a shining city of dream translated into action, no longer Manila. The prestige and popularity of old Manila shall give the whiff of fragrance to the new capital; the vigor of the new capital city shall bring back memories of glory for the old. Manila shall remain Manila, not degraded, honored for what she has been.

Our President himself has proved that Quezon City climate is healthful. When he was sick, bedridden, he sought rest in the nation's new vacationland, and in a few weeks of blue sky and cool air he was back as skipper of the ship of state. Many others who left Manila's squalor with impaired health have discloaked themselves of their ailment, breathed deep, and are now bubbling with vitality. Pale, sickly, undernourished children denied the freedom to romp on green grass and open spaces, have become robust and vigorous and happy. Where there was ashen paleness in their cheeks and dull smothered light in their eyes, there is now roseatteness and laughter and life. Verily, Quezon City exerts an exhilirating spell that fills one with exuberance and buoyant energy. It would be superfluous to give statistics to prove all these: *it is enough to say that the Quezon Institute is located in Quezon City.* It is easy to understand why people with imagination and an uncommon urge to wholehearted living have always made Quezon City their own.

Quezon City is the heart. It is also the mind. It is also the soul. From the heart flows out rich, pure clean blood. The mind is the seat of thought. You die with your body, live and crystallize thought with your soul. So, with all three working together in harmony, you must be clean. Quezon City—the heart, the mind, the soul —is clean. Is it not far from the filth and dust that impair health? Is it not far from the unceasing noise, the rattle of class-wars, that inhibit rest? Is it not away from nightclubs, cockpits, and gambling houses, and brothels that deaden the nerves, devastate the brain, wreck and rot the physique, drive away the soul? What is free mountain air but clean? What is green grass and trees and quiet but rejuvenating to the body, wholesome to the mind, buoyancy-

(*Continued on page* 45)

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The Future...

(*Continued from page* 43)

ring to the spirit?

Manila and suburbs to the east, the south, and to the west (and some places to the north) are fast becoming France before her fall. The so-called recreation centers are factories of hate and lewdness and thievery. And the by-products are human powder puffs and pimps. These by-products we certainly do not need. Nor does any other nation. Not in these times of stress, not when the invaders are at our doors, nay, not any time ever, anyway. They are the clogs in the wheels, rust eating away the motors of progress. What we need today, and at all times, are men with biceps of steel, men with hands calloused with work, men who will not cower in the fight, men who are willing to die in the fight. Away, therefore, with fops, away with pale, fragile-glass-made young men and women, away with disease. Manila needs rejuvenation, new blood, and she is having it, from Quezon City, far from filth, spiritual and physical.

Crime does not roost in Quezon City. A newspaper story tells of a man who, hounded by the law, hid himself in Quezon City. Nobody pursued him there, not a policeman, not a detective, but his conscience sought him. Going crazy, he pulled off his revolver, fired three shots in the air, then fled. That was the end of it, the only important crime (if it can be called a crime) which came to the attention of the Quezoniana. And it was big news. In Manila, a man shooting in the air three times, is not considered news because the kind happens there not once too often. Manilans are already innured to the gruesomeness of murders, robberies and other anti-social activities. Go to San Nicolas, to Tondo, to Intramuros, and witness. But come to Kamuning, promenade Sampaloc Avenue, trek the vast open spaces and parks, and thoughts of Manila's notoriety recede. You become yourself, spiritually and physically whole.

True, there was malaria there where mudholes and cogon and outskirt rice paddies were. But that was *yesterday*. It is said there is still a little of that dangerous disease where workmen are carving our graceful avenues and planting shadetrees and building houses; where happy families are beautifying their lawns, and spending quiet nights, reading or conversing, or watching their children grow into responsible, robust individuals. But it is only said, and, therefore, doubtful, *today*. There will be no trace of that disease, nor will anybody even dare *say* so, where the national capitol and the government buildings and institutions of learning and the hospitals will grace the skyline There is no malaria in Manila, even with its foulsmelling, stagnant esteros, mud-filled gutters. There will be no malaria in Quezon City, where stagnant pools have been filled, where no mud shall block the flow of wash-water, where the guardians of health are, and will always be, on hand. No, not in Quezon City. That will be *tomorrow*, if not now.

There is a paradox: The law is for peace, they say, but you seldom see policemen at Quezon City. Perhaps a lone motorcycle cop leisurely guards an avenue corner. But he is not busy, may sleep his beat, and yet not leg in his duties. In Manila, you see the uniformed agent of authority at every nook and corner, and yet crimes run high. In Quezon City you do not see much of the law, but you feel its majestic presence, giving you confidence and peace.

The world's youngest metropolis is a wonderful magnet: wonderful because, unlike all other magnets, it does not draw rusty scrap iron into it. It only attracts clean objects, not scums, not rusts, not iron alone. The cream of Manila's intellect, the government officials and employees, is already in this model city. Provincial folk who want a taste of city life, but does not want to lose the natal flavor of provincial quietness, have joined the 40,000 strong. A great number of Manila's social 400 and leaders of business and finance are now there. All who want to live right, or start anew, will be there. It is a city that can be anything you wish.

Quezon City is to become in the near future a Philippine Athens: the center of culture and learning. Plans for the transfer of the University of the Philippines are set. The transfer of the Philippine Military Academy from Baguio to Quezon City is in the offing. A branch of the National Library will be established. Soon Manilans will make a beaten path to Quezon City to see the Philippine Exposition. Elementary classes will be opened June, this year. A high school is under consideration. The foundation of the National Capitol is now being laid out. Being the center of the government's improvement program, it is not too speculative to say that all the offices of the national government will, in the not far distant future, be centrallized in Quezon City for the sake of efficiency.

Quezon City is the embodiment of a vision: of progress, democracy, and social justice. It was a dream: it is now fast transforming into a reality. With all the plans at hand, with all the unceasing building, building, building, it is not amiss to say that this City that bears the name of our beloved President will occupy a dominant position in the national scene; it will become the National Capital of the Philippines.

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WOMEN'S CLUBS SCORE SUCCESS OF EXISTENCE



Mrs. PURA CASTELO
President,
Diliman Women's Club

One of the important factors in the progress of Quezon City is the existence of Women's Clubs which were created by our prominent ladies. In all the districts of the new metropolis, these clubs are organized with motives of civic interests and paramount benefits to the progress of this new city. From these clubs, too, is attained the joint attention of the Quezonianas in the promotion of progressive metropolis. These are gaining powers exercised through their influential directors or members which are fast contributing to the growing scenes of the Quezon City.

The Diliman Women's Club, which composes many prominent ladies in Quezon City is centered in the district of Kamuning. The first of its activities was a midnight mass in the open air at Kamuning playground on December 23, 1940, performed by Reverend Father from the Christ the King Mission Missionary and attended by all devotees of the district. The campaign of the club for the construction of a health center followed, which Center was finished at the early part of March, 1941. The Center, later named "Quezon City Community Health Center", was inaugurated last March 7 with Doña Aurora Quezon as the Guest of Honor who, together with the Reverend Priest from the Christ the King Mission Missionary, baptized said Center. The Club is again beginning to work for an important project, that of putting up a Catholic Church in Kamuning District and a public school building. Actually, preparations are in full swing which began from a beauty contest now in process.

The Diliman Women's Club is composed of civic-spirited members, mostly wives of our officials among whom is our First Lady of Quezon City, Mrs. Consuelo Morato. For the present, this Club is prevailing among all the people of Kamuning District,



Mrs. PURIFICACION DE LA PAZ
Ex-President,
Diliman Women's Club



During the inauguration of the Diliman Women's Club. Doña Aurora Aragon Quezon, behind the banner, was the Guest of Honor.

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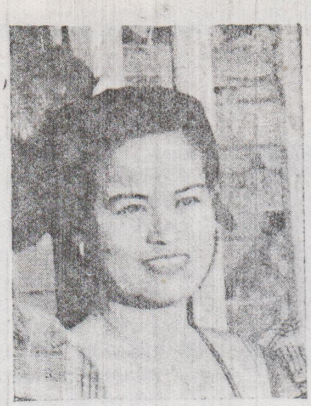
and is gaining influence through the control of its President, Mrs. Pura Castelo, wife of our City Attorney, who followed the term of Mrs. Purificacion P. de la Paz, ex-public school teacher and directress of a fashion schol.

"Charities of life are more than all ceremonies." That is the motto of the Galas Women's Club. The most that works socially is this club. This is prompted by the kind nature of its President, Mrs. Josefa M. Ferrer, who has held her office from time it was organized. The achievements of her club was all due to her personal effort, counting on the completion of the Galas Health Center for which she spent P200.00 from her personal fund to add to the donation of Don Benito Legarda and others. Through her initiative there are three nursery classes in Galas already organized. Diet kitchen and Homecarft classes are also sponsored by her club which classes are held in her home every Thursday afternoon.

Mrs. Ferrer can talk with crowds and keep her virtue. All the people in her district and the city officials count with her. She can fill the unforgiving minute with sixty seconds' worth of distance run. She is a conscience of society and the best motive power of the poor. When a needy goes to her for alms, she gives. She obtains a job for the jobless, pleads for the defenseless, and she is a popular "Ninang" of many wedded couples.



Miss ARACELI SORIANO
Secretary,
Diliman Women's Club



Mrs. JOSEFA M. FERRER
President,
Galas Women's Club

This virtuous woman keeps up with her daily program. In the early morning, she goes to Church, then attends her housekeeping. In the afternoon. she visits the houses of the poor, inquire of their difficulties, comfort them with her tender advices personified by her charms, and work for their relief. Generally she is known as the "Vindicator of Galas".

During the inauguration of the Galas Health Center, Mrs. Ferrer was the whole cheese. Undoubtedly, all the officials of the Quezon City attended through her personal invitation. Our First Lady in Quezon City who was too busy at the time had to comply with her invitation as the Guest of Honor. Mrs. Ferrer shouldered all the expenses for this inauguration. After the ceremony at the Center, she took all those present to her house for supper and for entertainment. She is known for all her social work in Manila and in Quezon City.

The district of La Loma also owes its Puericulture



Officers and members of the Galas Women's Clubs. Mrs. Ferrer is seen at the center of the front row.

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Center from the La Loma Women's Club. This club is still busy putting up funds for the further improvement of the community. According to Mrs. Juana Fabian, the President of the Club, they are digging hard to yield another sort of contribution to the progress of Quezon City, although she is aware of the forthcoming war.



Shown in this picture are the members of the San Francisco Women's Club in celebration.

Equally obliging are the Mariquina Women's Club under the presidency of Miss Maria Bautista, the Balintawak Women's Club under Mrs. Juana Bonifacio, the San Francisco del Monte Women's Club under Mrs. Blaza P. Torres, the Cubao Women's Club under Mrs. Rosario Moreno and the Santa Mesa Heights Women's Club under Miss Cristina Bayan. All these Clubs have contributed the Puericulture Centers in their respective districts, and are forgoing ahead still in their effort to add to the progress of the new city.

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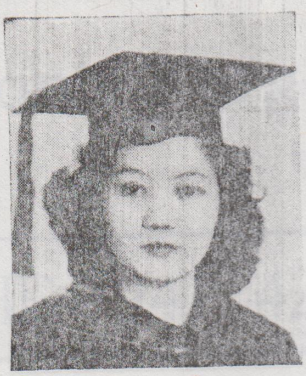
QUEZONIANAS, THOU ART DIVINE!



Miss Juanita Oriña
F.E.U. Coed,
Institute of Law

tender force, what dignity
what virtue consecrating
feature; over Aning's head,
ress is a diadem of gold and



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Brilliant young Lawyer of
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Miss Elena Bondame
the Rose among the Thorns
in the city B.P.W.

Her loveliness needs not the aid of foreign ornament but is adorned the most. In all ranks of men's life the heart yearns for a beauty like hers. She is the lure like an armed magnet pointed with gold!



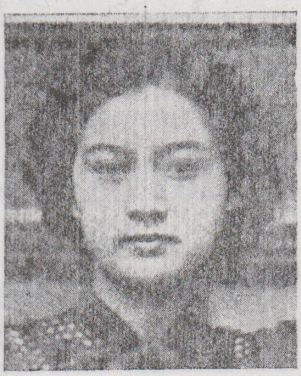
Gorgonia Manuel
nating charm of the
Gloco

's beauty is God's hand-
a wayside sacrament.
ection of her outward
is her soul shining
s crystalline covering.



Miss Flora Felipe
U.S.T. Coed,
College of Pharmacy

The criterion of her true beauty is, that it increases on constant seeing. Floring's nature is graceful. There is something in her that corresponds to reason... not the mere creation of fancy.

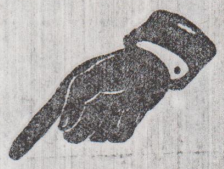


Miss Edita Tersol
the blooming lily in
Kamuning

In youth there are no better cosmetics than her severe temperance and purity, modesty and humility, her gracious temper and calmless of spirit; such are signatures in her very countenance.

Don't Forget!

to own



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DALAGA OF QUEZON CITY

By Rosaline Irwin
San Francisco del Monte

ars ago I never believed that could not find the winding path of
could exist anything as pure old where she had stood so radiant-
as beautiful as she was. I ly. Instead I saw before me a long
that beautiful things were highway. And the shady thick fo-

of poets. But when I saw
found out that I had been
myself in being so cyni-

was a bridle path winding
the foliage as it climbed up
green hill where she stood.
in this very path made
ious that I would find an
thing at the summit of
I was not disappointed.
really beautiful—a lovely
virgin, so untouched and
by the vestiges of civili-
So fresh and so young.
mething fragance was like
refreshing mountain air,
and laden with the natu-
ume of nature.

happy to be so wrong that
to be hurt in finding that
was not as I thought
This was so much finer.
love with her. I wanted
the earth upon where she
I desisted in following an
to offer her my life, my
was still unworthy.

years elapsed. Still I
deep in my heart every-
her. All about her
so vivid in my mind. I
to live hoping to go
her when she is ready to
me. She was still so
And so was I. There were
when I thought I could no
sist the temptation to see
more.

one fine day I went back. I



The Author
(Please see page 94 for her accomplishments.)

the road builders. I missed the evergreens. However it was nice to race along the highway as it rises up and dips down. I felt like a playful child who heartily enjoys the rocking in its mother's arms.

It was fun to go back where you once saw a dream; to a place which had given you something sacred to remember. I knew I would see again that same beauty which had so deeply attracted me. Knowing that I would see her had given me peace and contentment. But as the car steadily climbed the hill where intuition told me she would be, consternation began to fill me. How shall it be when I see her? Shall I throw myself at her feet? Suppose she would not welcome me as warmly as she had before, what should I do?

Then I saw her. She had changed! She was no longer the simple virgin whose memory had haunted me. Instead she made me think of a city so filled with noise and dust. Could it be that I have erred into believing that this thing which I have so fondly termed as the "*dalaga* fit for Gods" would stay forever as she was when I first saw her?

But

fact that civilization can change anything so rapidly. We the moderns must adopt ourselves with the new things that time bring us. I was really not destined to be disappointed. I could see that she has grown to be prosperous but she still has the same cordiality which strangers like me find so irresistible. But I saw that many have come to my *dalaga*. No one could check himself from admiring her. A pang of bitter jealousy smote me, yet I saw that she treats us all without playing favorite to anyone. I hung my head in shame for wanting her alone for myself. For, is it not more worthy to share something precious with others? The overpowering desire to posses all of her left me. I became content to have just a piece of her.

I still have years to travel in this life's journey, but I am sure I'll spend those years with the others loving our *dalaga*. A bigger deity than us all have claimed her recently but we do not mind anymore, for San Francisco can also be the *dalaga* of Quezon City.

Compliments of
Mrs. Purificacion P. de la Paz
Ex-President,
Diliman Women's Club
93-K 2nd Street Kamuning Dist.
Quezon City

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"Ma, we'll have our home there..."

By Jose M. Encarnacion
Kamuning District

Where were the mosquitoes? Where were the swamps? Where was the unbearable heat? These were the questions I asked within me when I first set foot in Quezon City. Why, this was not the God-forsaken country many friends (well-meaning, I hope) had pictured to me. Certainly not the malaria-infested region, where to prepare a garden patch was to fill mudholes waist-deep in filth. Not the wretched barrio many long weary miles from our place of sustenance, Manila. Certainly not!

This was different. For if I had hoped to horse-laugh at my friends who had bought homes there, I was secretly disappointed. For instead of swarms of mosquitoes and marshes and heat, I saw broad avenues, clean streets, and, at Kamuning District, houses of uniform size, but of varying color combinations. Happy, contented faces that beamed from tastefully curtained windows. Hands that beckoned welcome. Smiles, handshakes, the warmth of friendship...

Nor were the residents idle. In almost every yard, the improvement of the home seemed to be the main concern of everybody. I saw couples, with rakes and hoes in their hands, swarthy men with broad-brimmed hats, swarthy woman helping their menfolks till projected garden plots, children and both happy to be away from smoky, sooty, industrial Manila. Happy to breathe cool invigorating mountain air into their blood. Happy to have homes of their own.

Nor did I seem a stranger there. Wherever I turned were acquaintances: Pepe (barrio-lieutenant) and cousin Ade Teves, Pedring Landicho, Eliong Dalena, Dencio Marasigan, Pete Oriña, Pepe Villena, Fred Hidalgo—oh, so many others, whose names escape me, bidding me go up, and see their nice homes, bidding me eat... Hospitable people. And I saw their cozy well-furnished homes, sala, bedroom, dinning room, pictures on the walls, beautiful curtains on doorways and windows, radio, piano... why, I said, to myself, these were not poor men's homes!

Seeing them I could not help thinking of the people in the sordid slums of Tondo, of Intramuros, of many other districts in Manila, who live amid quite opposite conditions. Pale, sickly, undernourished people, living in dingy one by two rooms, denied pure air healthful living space, theirs by birth-right. Denied freedom of rest and wholesome recreations. Denied the right to a decent livelihood.

What a far cry those people were from the Quezon City dwellers! With all the latter's comfort, their contentment... Right then and there I decided: here was the ideal place I'd always dreamed of. The ideal home for me. Far from the turmoil of Manila, its dust, its smoke, its soot, its squalor, its noise... here in Quezon City, where life is real... And when I reached home that very night, I said to mother, "Ma, we'll have our home there..."

———o———

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Miss Bienvenida Camacho
M.D., Class 1941
U.S.T.

Born June 3, 1917, in Sampaloc, Manila. Previous education in Centro Escolar University and University of Santo Tomas; Member, Holy Rosary Society, Intern's Association, San Juan de Dios Medical Club, Quezon Institute Anti-Tuberculosis Society and Bulacan Intern's Association. Residence: Damayan District, Quezon City.





Miss Azucena Vera
A.B., Class 1941
U.S.T.

Born May 22, 1917, in Camalig, Albay. Previous education in St. Scholastica's College and University of Santo Tomas. President, Senior Chemistry Class; Treasurer, Chemical Society; Member, Junior Catholic Action and Central Board of Students. Theses: "Adaptibility of Philippine Sands for Glass Making." Residence: 27 Valencia, Quezon City.



Miss Aurora Tenmatay
M.D., Class 1941
U.S.T.

Born May 17, 1921, in Sampaloc, Manila. Previous education in Holy Ghost College. Class Editor, 1941 Thomasian; member, Intern's Association and San Juan de Dios Medical Club. Residence: Roosevelt Road, San Francisco del Monte, Quezon City.

Miss Luz Dizon
M.D., Class 1941
U.S.T.

Born October 6, 1916, in Santa Cruz, Manila, Previous education in Arellano High School and University of Santo Tomas. Member, Holy Rosary Sorority, Intern's Association, San Juan de Dios Medical Club, Sigma Gamma Alpha and Junior Medical Association. Residence: Balon-Bato, Balintawak, Quezon City.



THE ROCES-SUMULONG ARGUMENTS

Herein below are reprinted parts of the arguments between Don Alejandro Roces, Sr., City Councilor of Quezon City, and Hon. Juan Sumulong, the Supreme Head of the Democrata Nacional Party, about the charter of the Quezon City. These statements were the first series of the press debate between these two prominent persons. Don Alejandro was supporting the charter of the Quezon City in his answer to the initiative article of Don Juan antagonizing the creation of of the new metropolis. Their articles follow:

QUEZON CITY FOR PRIVILEGED CLASS

Millions of Government Money Wasted

By Juan Sumulong

Some property owners whose properties have increased in value on account of the public improvements were severely taken to task by President Quezon the other day for collecting excessive rentals on their properties. The President added that he was at a loss as to whether he should suspend indefinitely the continuation of such public works or to take some action against heartless property owners who take advantage of the effects of public improvements on their estates in order to exploit tenants.

It would be obviously unwise to delay the construction of necessary or urgent public works for the sole purpose of avoiding an increase in the rentals of private properties. Considerations of equity, on the other hand, demand that some way be found to prevent the undue enrichment of property owners accruing from public improvements which are brought about without any cost to them. Evidently the only way to surmount these difficulies is to create special assessments by which the government may indirectly compel property owners to reimburse it at least in part for the cost of public works redounding mainly to the benefit of these property owners.

As this system of special assessment has been in vogue for a long time in other countries, we can easily avail ourselves of the experience of these countries on the matter if we desire to introduce that system here without delay. Whether these special assessment should be created by means of municipal ordinances or by virtue of a general law is unimportant, as long as the objective of compelling property owners to reimburse the government in the cases referred to is attained.

There is reason to fear, however, that this plan may not be realized, as it would affect pet projects of the government which are being pushed through at the cost of several millions of pesos in the new cities of Quezon and Tagaytay. The application of the system of special assessments in these cities, the development and urbanization of which can be effectuated only with public funds, would adversely affect the interests of persons and private corporations who are in great favor in high government circles. But what justification is there for enriching the hacienda owners in Marikina, Caloocan and Santa Mesa at the public expense? Why should the owners of the Mandaluyong Estate appropriate for themselves the increases in value, resulting from improvements paid for by the government? Why should the Magdalena Estate, whose capital was furnished by the National Bank, receive a new favor in the form of expenses for the urbanization and embellishment of its properties?

It would be interesting to know how much the government has spent for the maintenance of the city of Tagaytay, among whom appear many government officials, on whose properties would fall, under the system of special assessment, for the burden of reimbursing the government for the public improvements of which they are the beneficiaries.

President Quezon also indulged in bitter lamentations over the sanitary conditions which, according to him, are most deplorable in the districts of Tondo and Sampaloc. What the sanitary conditions not only in the districts of Tondo and Sampaloc but throughout the city of Manila need now, are not lamentations and discourses but a comprehensive plan of sanitary improvements and adequate funds for carrying them out. If the continuous and unstinted disbursements of funds in the cities of Quezon and Tagaytay are not promptly checked any plan to improve the sanitation in Manila will necessarily be paralyzed. And if the public health in the capital of the country suffers on account of works undertakes in the cities of Quezon and Tagaytay, President Quezon will be principally responsible for the delay of suspension of works of Sanitation in Manila, as well as for the disastrous effects of such delay or suspension on the health of its inhabitants.

Common sense alone would pave the way to public improvements of all kinds, particularly sanitary improvements, required by the city of Manila, not only because it is the capital of the country but also because it is much more densely popu-

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than the cities of Quezon and Tagaytay.

attention is being given to the cities of Quezon and Tagaytay, Tagaytay is the favorite resort of wealthy persons and and because Quezon City chosen in accordance with of the government, as a district for the residence privileged classes.

party in power has at its many excellent orators, as a rule these orators do not what they preached, and of the government usually tally with its preachment.

—o—

CITY TO BENEFIT POOR

By Alejandro Roces, Sr.

ment will recover money invested.

mulong is clearly laboring misapprehension when he Quezon City with the new which the People's Ho- Corporation is developing. area, located on the govern- owned Diliman estate, as improved by the P. H. C. the object of providing sani- and healthful homesites for people, obtainable on terms workingmen can afford. It phase of Quezon City which mulong seems to have sin- out for his attack.

chairman of the board of the ration, and as one fully and identified with President program in this connec- I feel that it is my place to answer Mr. Sumulong's criticism in this respect.

The assertion that the district was intended for the "Privileged class" is clearly a misconception, and cannot stand in the light of the original purpose of President Manuel L. Quezon in connection with the Diliman estate. This purpose in the beginning was to secure an area large enough for workingmen's residential section, in which workmen would be able to purchase at the lowest possible figure and on a 20-year payment basis, lots on which to build their homes, under the best and most healthful conditions. These lots were to be of a size that would permit detached dwellings, so that the crowding of shacks which prevails in the slum sections of Manila could be avoided.

The original objective was subsequently expanded in view of the large area of land available, and to permit persons in the lower-income middle class groups to purchase homesite on similar easy terms. Land in this district, it was also decided, would be made available to the wealthy, the price of this land being sufficiently high so that the profits from its sales would cover the loss which the government would sustain through sales to workingmen at low cost.

The workmen, who would be the prime beneficiaries of the program, would be able to secure homes of their own, amid the most healthful surroundings, while the bulk of the cost of developing and improving

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Graduate Student of the Year	Judge Jose O. Vera
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Top Quezoniana of the Year	Miss Azucena H. Vera
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Folk Dancer of the Year	Miss Felisa Ricafrente
Ideal Woman of the Year	Doña Consuelo Morato
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Friend of the Year	Mr. Ma Mon Luk
Plebian of the Year	Mr. Fortunato Halili
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Benefactor of the Year	Don Alejandro Roces, Sr.
Club Woman of the Year	Mrs. Pura Castelo
Employee of the Year	Miss Resurreccion G. Arceo
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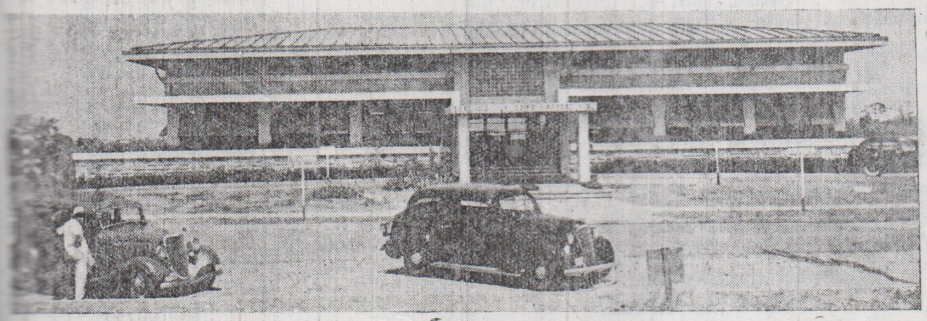
Publisher of the Year	Quezon City Publishing House
Frat President of the Year	Mr. Jose N. Umali



The Office of the People's Homesite Corporation built along the Circumferencial Road.

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the entire section would be defrayed by the sale of the higher priced sections to the wealthy and the upper-income middle class groups.

The objectives of the corporation were expanded to include the availability of easy-payment homesites to lower-income middle class groups, because these groups living in Manila are finding it increasingly difficult to find suitable dwellings commensurate with their income. Countless families in this class are forced by high rentals in Manila to live under conditions not much better than those in the slum areas. This class would, under the corporation's plan, be able to secure homesite to their conditions in the Diliman area, at a price above that which would be paid by the workingmen, but still within their earning capacity.

One of the objects of the plan is to induce commercial and industrial enterprises to purchase lots where they can build homes for their employees, who would buy these homes on easy payment plans. Several enterprises have already responded favorably to this plan.

To date there has not been a single lot or tract of land subdivided or set aside for sale to any of the so-called privileged class, and the only subdivisions made are for workmen and middle class groups.

In proof that it is the betterment of the under-privileged with which the government is chiefly concerned in this enterprise, the corporation has reserved a part of the land for industrial ends, and is encouraging various entities in the construction of shop and factories, on the basis of a zone plan. The immediate result has been the purchase of 100,000 square meters by Mr. Frank Hale, prominent manufacturer and owner of the Hale Shoe Company and the Rattan Products Manufacturing Company, who is planning to construct plants, the workmen in which would live in the homesite district nearby.

As for workmen's homes construction of 250 dwellings, of two models suitable for the average workingman's family, has been contracted for, and that work had already been started. This number will be followed by other groups until several thousand such homes will be constructed, as the demand arises. Payments for the dwelling as well as for the land would be so arranged that the working man would have no difficulty in meeting them until the full amount is paid, and he is the owner of the home and the land. Likewise, a number of dwellings have already been built suitable for middle class families.

Mr. Sumulong speaks of the "many millions" spent on Quezon City. I can say that apart from the amount paid by the government for the land, only ₱500,000 has been spent on the improvements in Diliman so far. I can also say that the government will recover every centavo invested in this enterprise.

The basic objective as approved by President Quezon is precisely the improvement of the under-privileged, the opening to them of living conditions which are impossible in Manila, and all phases of the corporation's program are planned to carry out this objective. For the rest, time will show the value of the enterprise.

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Mrs. Aurora G. Limson, Aviles
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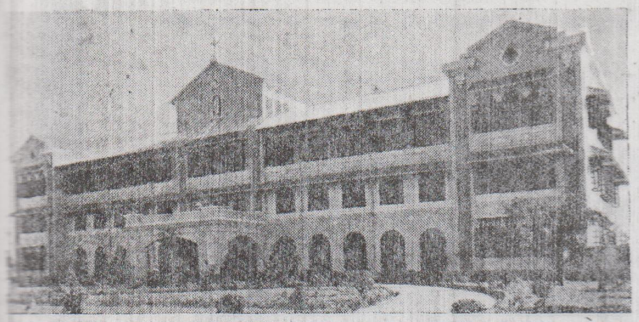
THE PRIVATE INSTITUTIONS IN QUEZON CITY

Of the many institutions of learning in Quezon City there are five other important corporate bodies which instruct, besides the public school system, the teachings of God. While it is true that education is the apprenticeship of life, it is important to include in such apprenticeship the belief of the Almighty as maintains a living influence on the heart and life. In a word, the comprehension of religion in our schools cheers as well



The St. Joseph's Academy, the Alma-Mater of the children of the Great.

as composes the soul like the academic training composes the mind.

ST. JOSEPH'S ACADEMY SERVES ALL PURPOSES OF EDUCATION

The St. Joseph's Academy comprises both the institutions of piety and academic subjects. With a central in Veghel, Holland, the Franciscan Sisters of the Blessed Sacrament organized this academy in New Manila, now Quezon City, in June, 1932, with the recognition of the government. It is well provided with a big building of 3 stories combining the school, a dormitory for its interns, a convent for the sisters and a chapel of its own. A playground is made at the back yard and picturesque garden is planted at the front part and around the building.

The Academy is now enrolling an average of 350 students every year, who wears the school uniform and, for special occasions, the gala uniform. The courses offered are kindergarten, primary, intermediate, high school, piano, typewriting, stenography and other courses on demand. The school is also equipped with the intermediate and high school libraries, high school laboratory and kindergarten materials.

With the able management of the Mother Provincial, Mother Wilhelmina and the Superior and Directress, Mother Ma Lutgardis, the academy is forging ahead its illustrious aims. In a few more years it will also open colleges for the convenience of the students who are accustomed with the methods therein.

Fully capable, the school is editing its own official organ, "The Josephines," dedicated to the welfare of its students and its aims. It has branches in the provinces like the St. Mary's School at Bayombong, Nueva Vizcaya, the St. Theresita's School in Aritao, Nueva Vizcaya, the St. Catherine School in Bambang, Tarlac, and the St. Louis School and the Little Flower in Solano, Nueva Vizcaya.

THE ACHIEVEMENTS OF THE BELGIAN FATHERS

The Belgian Fathers came to the Philippines in 1907 at the request of the Holy See to carry the missionary work among the Igorots and also to be of service where such is needed. Nowadays, they are in charge of the missions of the whole Mountain Province which includes Benguet, Bontoc, Kalinga, Apayao and Ifugao. While the central convent is stationed in Quezon City, the Superior Provincial resides in Baguio. These fathers care for the spiritual needs of the province of Nueva Vizcaya and a few parishes of the Dioscese of Nueva Segovia and the Arch-Dioscese of Manila.

83 priests and brothers are carrying this great work of Christian civilization by imparting to thousands of children the boon of catholic education, thus imbueing them with the underlined principles of self sacrificing devotedness to God and country. Statistic show that 18,206 school children are educated in the various missions and parishes administered by the Belgian Fathers.

The Model House, which is the central office of these Missionaries is in Brussels, Belgium. The mission is extended far in China, Mongolia, Congo and Macassaret.



The Convent of the Belgian Fathers along the 14th street.

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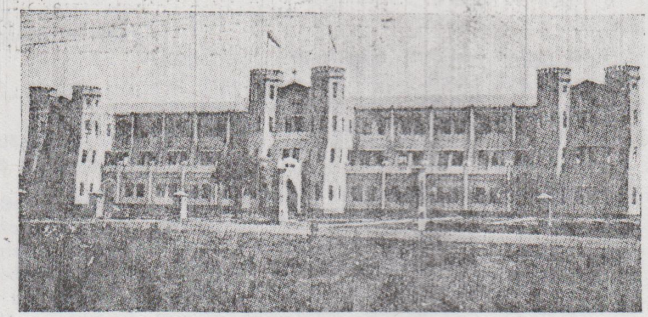
CHRIST THE KING MISSION MISSIONARY CONTRIBUTES TO THE EDUCATION OF OUR COUNTRY

One of the biggest institution of learning is administered by the Christ the King Missionary, established by the Society of the Divine Word. The central office in the Philippines is situated in Quezon City in a magnificent and spacious 3 stories building. The aim of the seminary is to give good and talented Catholic boys and young men, who have a strong desire to become priests of the Society of the Divine Word, a thorough religious, classical and theological education, and thus to make them worthy ministers of God and efficient missionaries of His Holy Church.



The headquarters of the many schools, colleges and seminaries in the provinces is this convent of the Christ the King Mission Missionary.

Some of the dependencies of this great institution are the Colegio de San Carlos which offers courses in Law, commerce, Engineering, Education and High School and the Imaculada Concepcion in Cebu City, the Colegio del Sagrado Corazon in Bangued, Abra, the Dioscesan Seminary in Vigan, Ilocos Sur, and Binmaley, Pangasinan, the Mission and Parrochial work in the provinces of Abra, Cagayan, Zambales and Mindoro, the Catholic Institute of Tacloban, Leyte, and the Catholic Trade School in Oroquieta, Manila.

Under the guidance of the Reverend Father Provincial Michael Anspach, the Rector, Reverend Herman Kondring, is administering this group of institutions. Reverend Kondring was born in Germany on June 2, 1899. He finished the elementary and high school education in Germany and his seminary studies in Vienna, Austria. He was ordained priest in 1926 and then came to the Philippines. His first station here was in Vigan as Professor and Prefect of the seminarians from 1926 to 1932. He was later transferred to Manila as Rector of Christ the King from 1937 to 1941. While a Rector he became a Filipino citizen, and as a citizen he feels that he should stay in the Islands for life.

For the present the Christ the King Mission Misionary has enrolled 115 student priests which is the highest number in any religious congregation in the Philippines. The Seminary has also intended to open an Academy for elementary and high school courses in Quezon City.

—o—

THE ST. PAUL'S NOVITIATE SPECIALIZES IN HOSPITAL WORK

The sisters of the St. Paul's de Chartres are conducting the St. Paul's Novitiate. Established in 1933, there are already many sisters turned out from this institution, some of whom are stationed in colleges and hospitals in Ma-

LIKES

Pancit mami	Miss Felipa Felpe
Misua	Mr. E. Gonzales
Bago-ong	Miss Adelaida Flores
Drive a car	Mr. Alfonso Gutierrez
Cigars	Mr. W. B. y Lugo
Basa-basa	Mr. Dee Kee
Toyo	Mr. Wong Yao

DISLIKES

Picture taking	Don Alejandro Roces, Sr.
Publicity	Mr. S. J. Wilson
Noise	Mr. A. F. Gonzales
Flateries	Mr. Robert N. Miller

CHARACTERS

Grateful	Mr. J. L. Myers
Stingy	Mr. Sy Chiuco
Sportive	Mr. Jorge Canceran
Generous	Mrs. Consuelo Morato
Social	Mrs. Josefa M. Ferrer
Modest	Miss Iluminada Peralta
Entertaining	Mrs. Alejandra Irwin
Business-minded	Mr. Gregorio V. Felipe
Conscientious	Mr. Domingo Flores
Obedient	Miss Juanita Oriña
Helpful	Miss Araceli Soriano
Submissive	Mr. Ambrosio Ison
Friendly	Mr. A. J. Balls
Cordial	Mrs. Juana Fabian
Charming	Miss Edita Tersol
Strictly Feminine	Dra. Priscila M. Felipe

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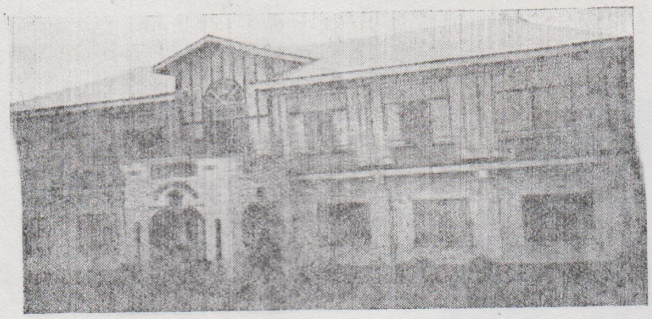
nila and in the provinces. Taught n this are subjects in academic ducation and religious training. Under the guidance of Mother Alice Provincial the students under training are kept on rigid study and observance of the rules and regulations of the institution.

The St. Paul's Sisters operate some hospitals in Iloilo, Culion, Cebu, Baguio, Santiago and San Jose. Most of the nurses from the Clinica Singuian and the Quezon Institute also come from the St. Paul's Novitiate. Besides the above the institution is also conducting classes in music in many colleges and schools.

———o———

THE COLEGIO SERAFICO LIES IN SAN FRANCISCO DEL MONTE

The only one in San Francisco del Monte, the Colegio Serafico covers the most populated area in Quezon City. This college was established in 1931 by the Priests of the Franciscan Order, which is centralized at 24 Solana, Intramuros, Manila, at its Model House. Theology and Latin are taught to its students who are undertaking the career of priesthood.



The Colegio Serafico at San Francisco del Monte, the heart of the City.

The building which houses this college lies on a hilltop with magnificent structure overlooking the district of San Francisco. It is provided with a spacious playground and other conveniences. Under the directorship of the Guardian Superior, Reverend Father Alejandro Carascosa, the college is maintained despite the few students that are undertaking in it. There is, however, a premonition that the Colegio Serafico will extend its activities by organizing some classes in the primary course in the near future.

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WHO'S WHO IN QUEZON CITY



Mr. Gregorio V. Felipe is a man of conviction. The spirit in his personality is shedding some power augmenting his willingness and ability to serve his fellowmen and to do public good.

He is just, he does not fear for all the ends that he aims at, be it for his fellowmen, his community and truth's. This is the character of a vindicator in this once torpid San Francisco del Monte. Only few know him now, avow the illustrious achievements he has attained for the evolution of this district. The forgotten advocator —unremembered and cast!

It is the once triumph of *tata Goyo* that at last the community of San Francisco del Monte have obtained a metamorphosis in its life. Its roads donated; its market constructed; its Elementary School opened; its telephones, electricities and water system installed; and whatever was necessary provided. All these have come to their places when he was at the helm of the barrio as Councilor of the municipality of San Juan del Monte, Rizal. And not only San Francisco del Monte, for he had caused to be done many improvements in Cubao, Camp Murphy and in Diliman, before the People's Homesite Corporation was organized, these districts falling under his jurisdiction as Councilor. It can well be accounted that, with his ten years of continuous service in the Municipal Council of San Juan del Monte, the prior improvements in the major portion of Quezon City which has incorporated these districts belong to his credit.

Tata Goyo was the one who organized the Parents-Teachers Association in San Francisco del Monte, the first in the territory of San Juan when Quezon City was not yet conceived. He has been the President of this Association for five consecutive terms and was responsible for all the good achievements it has so far attained. There are many other organizations which he created and is President of these bodies to the present time. Some of these organisms are the Community Improvement Society, *Sociedad de los Habitantes de San Francisco* and *Tanglaw Ng Bayan*, all of which compose the prominent residents of San Francisco del Monte.

His toils are not yet ended. He still calls to the aid, not only of his district, but of the whole Quezon City wherein he finally belongs; pleads for the cause of the needy and defends the defenseless. His advices are divine examples that comfort the afflicted.

Mr. Felipe always pauses to think of his share for the welfare of the Community. He has an innate feeling of sympathy and cooperation, of conceiving good ideas for the benefit of the whole. Presently, he is always confronted with the problem of forcing the growth of the new Quezon City, to make it the craddles of liberty, to make it the active sentries of all men's reformation. Recently, the thought of an eminent project crept into his mind and the "Quezon City Beautiful" was born. After nights of deliberation he realized what good the publication of this yearbook is to Quezon City. This, he thought, is another genius in him so commanding that can attain appraisal of the world. Again he feels that he does another duty as a private citizen to help Mayor Tomas B. Morato and the city officials advertise the material existence of a model city and bring the people nearest to its government. Now he has attained it successfully, the first that came to light and the lasting publication in years. Many a man hold their heads, getting proud as they get full of a thing.

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Tata Goyo, although he has conceived a commendable work and perfected it through his unceasing leadership, he doesn't wish to get chafed at every turn. He believes that it is the most nonsensical thing in this world for a man to be proud. Moved with all spirit of civic participation, he has another plan to create an advocating monthly journal of this city, where the yeomen can voice themselves, where the city government can be brought closer to the people, and where Quezon City can be vouchsafed to the world.

Born in Barasaoin, Malolos, Bulacan, in 1894, *tata Goyo* is the eldest of the seven children of Gregorio C. Felipe and Maria Villanueva, a humble couple of merchants in the province of Bulacan. He began his early education in the Malolos Primary School of Bulacan and later in the Tondo Elementary Scool of Manila. He finished his High School Course from the University of Manila, attained his Bachelor of Laws from the National Law College and Business Administration from the Jose Rizal College. He is also a holder of a certificate for Certified Public Accountant.

This self-made man began life with privation and hardship. His forbearance and constancy in his forward notion of greatness has help him endure his lamentable sacrifices. His earning career began when he was a classroom teacher in Calumpit Primary School at the age of fifteen with ₱15.00 a month. After four years of service, he transferred to the District Engineer's office in Malolos as Census Taker at the rate of ₱30.00 a month. He resigned later and with a little amount he has saved from his job, he travelled to Iloilo to venture for a better opening. In time he was appointed Time Keeper in the Bureau of Public Works at ₱2.00 a day. In his earnest desire to continue his studies, he returned to Manila where he got a job at ₱40.00 as Assistant to the Bookkeeper of the Bureau of Lands. While here he was able to obtain his college education.

As a professional he was then appointed Secretary of the Philippine Development Company at ₱125.00 per month. In few months after this appointment, the position of Cashier in the Gordon Haley Construction Company was added to his charge, increasing his salary to ₱250.00. After attaining some experience, he was selected to become the Manager of the San Francisco del Monte Subdivision which he held for several years. Presently, he is the President of the Quezon City Publishing House, the first duly organized publishers in Quezon City.

Tata Goyo has taken active parts in the promotion of many business enterprises in Manila. He has an excited attention in entertaining business promotions. During his youthful times, he did not like to be unoccupied. It seemed vain and triffling for him to be inactive. Like yesterday, he is still active and his efforts for the present is dedicated to the social service for the masses and the government of Quezon City.

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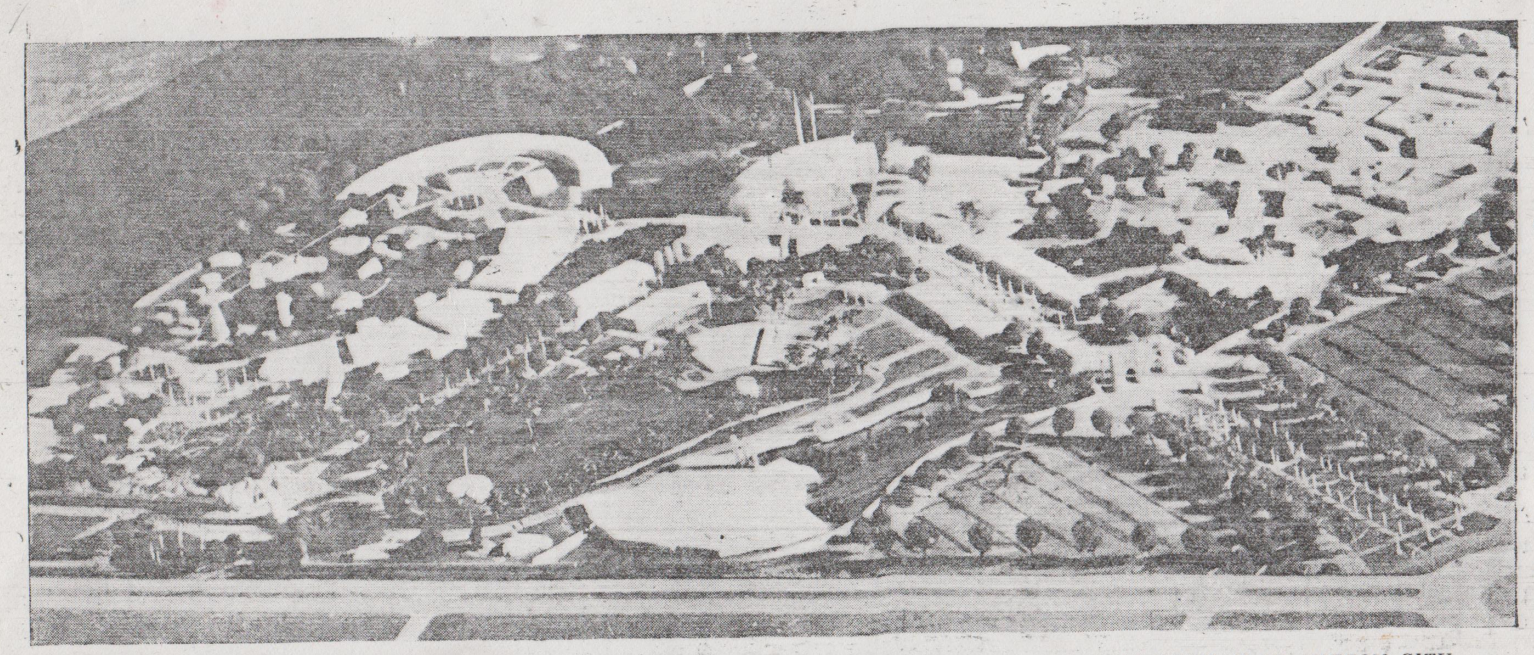

BIRDS-EYE VIEW OF THE ENTIRE GROUND OF THE COMING PHILIPPINE INTERNATIONAL EXPOSITION IN QUEZON CITY.

THE NEW SEAT OF THE PHILIPPINE EXPOSITION

The Philippine International Exposition goes ahead. Big show to open in November in 3 permanent buildings and many temporary ones.

The Philippine Exposition defies wars and fuehers and hopes to open internationally at Quezon City in November in 3 permanent buildings and various temporary ones. Year by year hereafter, plans are for more permanent buildings and a constantly bigger-then-ever show. The Grover Whalen of the exposition, is of course, Arsenio N. Luz who had the responsibility of the Philippine pavilion at Treasure Island. As the Philippines gallantly responded then to San Francisco's appeal for participation in her exposition so the Philippines hope San Francisco and California will return the courtesy when the big Manila show opens this coming November.

Extensive participation is indeed expected from the United States not only from the Pacific coast but from the Atlantic, and not more from the coasts than from the great midlands and the new industrial south.

Assurances are in hand from Japan and China, that ought easily be carried out through the Chinese and the Japanese business communities here. Indo China may be otherwise engaged. Siam should show, however, while there is the possibility, perhaps even the probability, that mutual interest between the Dutch East Indies and the Philippines will appear in and approriate exhibit from Batavia.

Money is already appropriated, the Philippine Exposition has a green light.

Arsenio N. "Arsenic" Luz has been the country's impresario for this sort of thing since 1922, when he first became the general manager of the annual Philippine Carnival, later, termed the Philippine Exposition, that annually held forth in temporary quarters on Wallace Field. From 1908, that show only missed 2 years, and during 17 years Luz was in charge. While most years paid off and only 3 did not, average attendance topped a million. The carnival was the primary means by which Manila first recommended herself to the provinces and neighboring countries as a cosmopolitan metropolis: the new Philippine Exposition gives this early ambition worldwide extension.

Friend Luz seems to have been born a showman, in which personality seem to be the key. He pulled his first dramatic stunt before exalted authority when but 19 years old, this authority happenning to be a court of law. Luz had recently been made the Editor of the IDEAL, the Nationalista Party organ. Under a Law that wore epaulets and service medals, IDEAL was charged with libel, mayhem or something worst, because of some editorial. When Luz took the stand for the defense, he had himself asked one particular question, "Mr. Luz, how old are you?" in order that he might rejoin, "I am 19 years old."

In the dramatic moment during which the court drank in that information, the case folded: a minor was not responsible under the charge.

The incident gave Luz's newspaper career a popular fillip; he now dreams, like many another man of similar experience, if making as big a stake as he needs and then getting back into newspaper harness but with his own paper. He has always handled his press with success, a gift indispensable in the exposition game. From childhood in Lipa, Batangas, when that community's coffee industry property was fading out, Luz has come up the hard way; but you never go [illegible] because he disarms [illegible] with a grin that never wears off. Aside from his Philippine Exposition connection he is the general agent of the National Life. In the Exposition he works under the presidency of Senator Vicente Singson Encarnación and the chairmanship of Secretary Jorge B. Vargas of Malacañang and in the National Life, under the presidency of Hon. Miguel Unson.

There are a lot of creditable milestones along Luz's career. one is his mastery of English, on top of a fine skill in Spanish; another is the way in which he can get people together and stop old friends from falling out with each other. Rotary was a natural field for him; now that he is 52 and a grandfather he likes to recall the fact that he was the first Filipino president of Manila Rotary. The Philippine Exposition at Quezon City is Luz's biggest job to date. We will watch its progress with all due encouragement. Let it be remembered in industrial America that even now the Philippines are its fifth best costumer, and that the field here responds quickly to cultivation.

FAVORITE EXPRESSIONS IN QUEZON CITY

"Thumbs down" . . Mr. Joe Bush
"For the monment" Rev. Chas J. Beurms
"You know" . . . . . Miss Rosaline Irwin
"Oh—yeah!" . . . . Miss Flora M. Felipe
"Office of the Mayor, Quezon City" . . Mr. Damian L. Jimenez
"Pijo." . . . . . Mr. Pablo Soliven
"Opo, ho" . . . . . Miss Gorgonia Manuel
"Ah—o-o!" . . . . . Gregg to us
"Oh! I see" . . . . . Mr. Frank L. Schleipen
"Que hay!" . . . . . Mr. Jose E. Tolentino
"Correct!" . . . . . Mr. Casimiro Taguba
"next time *na lang*" Miss Elena Bondame

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The Church of Christ

ITH REVEREND FELIX MANALO



Kind looks, kind words, kind acts and warm handshakes—these are the marks of Reverend Felix Manalo, the Supreme Head of the Church of Christ.

e parked our car at the gate of a sumptuous edi- along Gilmore Avenue. we alighted but we stunned with wonder at sight of the colorful gar- flowers adoring the spa- yard and the artistic gns of the building. For ment we stood admiring scene of the luxurious ts before us.

t the left side immediately ning the residence we eive to be the main RCH OF CHRIST. the flowers are found ging craddles of compact c resembling the ever- s around them. There chairs and sofas in or- too. They were protected olored bamboo screens or shade bestowed by the trees. The pavements emented. A fountain is at the front yard doing t of sprinkling waters h invites the admiration of the passers-by. And there are many other beauties within sight, which are enormous to describe. They are like the beautiful things created by nature.

We opened the iron gate at the left and passed to the nearest door we saw. At first we wandered from one pace to another because we did not know which we were to enter. But we supposed that the door with the bell button could serve us for there were complte silence and aristocracy in the premises. No boy could be seen around to usher us. We even thought that it was a dormant building only haunted by the beautiful embellishments around.

We pressed the bell button. A boy opened the door We presented our cards and bade him to carry them to Reverend Manalo. We were then accepted inside. There were different chambers that we have passed before we found the door of the Reverend's office, yet we easily discovered it for the door was marked "REVEREND FELIX MANALO" with letters of gold. Our guide announced our coming. Then we were asked to come in.

We shook hands and our President celebrated the style of self-introduction. We sat on those expensive chairs arranged near his spacious desk with a surface of solid glass. "Is there anything I can do for you, gentlemen?" That was Reberend Manalo's question. He was so gracious to us which shows that he is a citizen of the world

Our editor tugged his chair nearest to him and pulled out from his folder his interview slip. "Yes. Reverend." he said, your feature is necesary in the yearbook of Quezon City. Will I ask you some questions to help us materialize an important article?"

"I'm afraid you're getting the wrong guy, Mister," the Reverend returned. "I don't think so I deserve a feature in that grand publication."

Somehow, the Reverend, upon our editor's enlightenment, has entertained his interviewer. "I expect to pass through life but once," he enjoined. "If, therefore, there be any kindness I can show, or any good thing I can do to you, let me do it now."

The first thing that impressed us was his pious morals for he was conscientiously monastic in every manner. As we expected from a religious person, Reverend Felix Manalo was very kind to us, indeed. Kind looks, kind words, kind acts and warm handshakes — these were his graces. Not all the pomp and pageantry of worlds reflect such glory on the eye supreme, as the meek virtues of this holy Presbyter.

Reverend Felix Manalo is a rare product of men's his-

(*Continued on page* 67)

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ith Reverend...

(Continued from page 65)

ury. He is of the earth but his thoughts are with the ars. To have known him, ersonally seen him, help our ith in God, in ourselves, and each other, more than many rmons, for he sets an exam- for the encouragement other persons. His awe God is the signs of his rength. He never mentions name of God without a uble and reverent pause in discourse. His reputation as wide as the horizon for ving done one good thing the Philippines. It is within reach of all.

On May 10, 1886, this holy was born in Barrio Ti- Taguig, Rizal. He or- ized the Church of Christ 1914, a religion which be- es in doctrine of God—that came by prophecy. Think- that the Quezon City is profoundest place to , he got his own building which includes his Cen- Church, his residence and office. The Church of rist has become popular in on wherein branches are ed in almost all towns. Quezon City, there are four ese churches stationed at Francisco del Monte, ao, Balintawak and Galas. ery district of Manila has Church of Christ. So rapid the growing popularity of s religion that has per- ded thousands of souls in- its belief. Such already a religious organization is dited to the original work Reverend Felix Manalo.

Recognized as the supreme ad of a big number of in- iduals, Reverend Mana'o an not be forgotten by po- icians. During election sea- on the premises around his adquarters are filled with rs of politicians and leaders o call on him for his sup- rt. Undoubtedly, the Re- rend's prestige over his fol-



Standing is Editor Wenceslao Balisi y Lugo interviewing Reverend Manalo, middle. At the left is President Gregorio Felipe.

lowers is understood from the fact that almost all the successful candidates, either in the provinces or in Manila, have ben supported by him and his people.

Reverend Manalo is a personal friend of our beloved City Mayor, Hon. Tomas B. Morato. He personally declared his appreciation of the administration in Quezon City —that each official, espedially a policeman, is free from sinister motives and unbiased by personal desires in the performance of an official duty.

---

12 MOST OUTSTANDING MEN IN QUEZON CITY

1. *Justice Jose Lopez Vito*
2. *Dr. Hilario Camino Moncado*
3. *Secretary Jose Abad Santos*
4. *Secretary Benigno Aquino*
5. *Editor Roy Bennett*
6. *Under Secretary Sergio Bayan*
7. *Judge Jose O. Vera*
8. *Councilor Alejandro Roces, Sr.*
9. *Mayor Tomas B. Morato*
10. *Colonel Mateo M. Capinpin*
11. *Publisher Ramon Roces*
12. *Judge Amado Amador*

—o—

5 MOST OUTSTANDING WOMEN IN QUEZON CITY

1. *Mrs. Aurora Aquino*
2. *Mrs. Consuelo Morato*
3. *Miss Maria L. Tiñawin*
4. *Mother Ma. Egonia*
5. *Mrs. Josefa M. Ferrer*

ENRIQUE T. BAUTISTA

ARCHITECT

Graduate of the Catholic University of America. Washington, D.C. with the degree of

MASTER OF ARCHITECTURE

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654 MAGDALENA, TROZO MANILA

NOTES TOWARD A BETTER CITY

By Arthur Heidenreich

The residents of Quezon City have appreciated the laying out of the beautiful road system in the city, the establishment of a better system of public transportation and the planting of street trees in all of the closely built up subdivisions of the city since it was organized. The next thing that is needed to make the city a better place to live in is adequate fire protection. We need more fire plugs and some fire-fighting equipment. The difficulty today is that when a fire gets started, even though fire-fighting equipment from the neighboring City of Manila comes, we do not have adequate fire hydrants and it is usually impossible to connect fire engines.

Good neighbors: Why can we not get together as citizens of Quezon City and have a campaign to get the owner of every vacant lot to clean and fence his land. Permanent trees and shrubs could then be planted. This would make our city a real garden city. No individual owner would have to spend too large an amount to effect these small improvements, but the net result in the city would be a wonderful transformation. The owners of subdivisions, particularly, should be encouraged to grade, fence, and plant their vacant lots. The entrance to New Manila on España Extension, for instance, could be made a thing of beauty if the vacant lots opposite St. Joseph's Academy and in front of the Belgian Fathers were graded and planted. The returns to the subdivision would be greater than the cost of the development on lots where the soil is suitable for cultivation. Arrangements might be made for part-time gardens such as have been planted in the United States and England. Owners might agree to have people who are out of work cultivate the land and keep the produce. The owners would supply the fence and the seed. Unemployed neighbors would supply the labor. This would help solve the social problem and also increase the beauty of the city.

Schools: Why do we not have a parent-teacher association organized so as to get the benefit of the advice and help of parent in planning for the school system of Quezon City? After all, schools are a community project and should be planned by the community rather than by a few individuals only.

Community Playgrounds: What provision is being made for community playgrounds in the planning of Quezon City? We have seen one in Kamuning. How about other sections of the city? Modern playgrounds require careful planning so as to separate the space for small children from that of the larger children. There is also an established correct proportion for the area of a playground as compared with the number of people that it is to serve.

Are these things being taken into consideration in the planning of our city now when it is possible to make adequate provision? Here again, do we not need more community planning? Why do we not get all of our citizens together to talk over these problems?

My Ideal Quezoniana

By a Votary of the Muses

She is an American mestiza, an engineer and a pharmacist for a duty that lieth nearest to her. She scales the balance approximately at 108 pounds and tips the beam on 4 feet and 8 inches. She is bob-haired and belongs to the so-called modern-maiden. She walks divinely and speaks her English fluently. Her accent is the soul of her language. It gives it a rich feeling and truth. Like myself, she writes featured articles and, as a writer, she is a typist above par speed.

My ideal Quezoniana has the glorious gift bestowed by the gods. One knows not how to speak against her charms. Her graceful figure is the habitation of her virtuous soul. The beauty of her face, which rises my thought up to the great Creator, speaks out the glory and wisdom in her mind. There is no more potent antidote to low sensuality than my adoration of this lovely Quezoniana.

In friendship, she is a sure refuge. There is nothing so great that she fears to do it for her friends. Her graces are like perfumes. The more they are pressed the more they smell sweet; like stars that shine brightest in the dark; like trees which, the more they are shaken, the deeper the root they take and the more fruit they bear. Her gracefulness is the outward expression of the inward harmony of her soul. All her actions and attitudes are comely because they are the offspring of the moment without affectation and free from all pretenses.

She possesses common sense. This implies her good judgement, sound discretion and true and practical wisdom. She is also influential. The spirit of her life is shedding some power, just as a flower is steadily bestowing fragrance upon the air. She believes she cannot be just unless she is kindhearted. Her feeling hearts pour a thousand melodies unheard before. And her tears speak more eloquently than ten thousand tongues.

My ideal Quezoniana displays courtesy which strikes deepest to the grateful and appreciating heart. She is an illustrious woman, however cute she may be, but have it in her power by the grace of God, to leave behind her the grandest thing on earth... character. As a child of God she is a visible beatitude for joy and happiness and a living doxology for gratitude and adoration. Her life is holy, not an ascetic or gloomy or solitary life, but a life regulated by divine truth and faithful in Christian duty.

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  - Master of Laws
  - Doctor of Civil Law
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  - Combined course in Philosophy and Law
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  - "Doctor en Filosofía y Letras"
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QUEZON CITY NEWS

70% OF Q.C. PROFESSIONALS FROM U.S.T.

cording to our survey of the City, 70% of the profes- herein are products of the versity of Santo Tomas. Our ings show that most of our graduates from that univer- are pharmacists and doctors medicine. Also from our phy- view most of the students of city are undertaking in the ical university and a few in Far Eastern University.

The University of Santo Tomas become inertly popular to the nians. This is due to the that most parents in this city its products and when their and daughters begin to step ege, they are sent to the U.S.T. these parents who have already had the good experience and realizations from it. There is a number of high school graduates this year who are figured to enroll again in the same university. This fact is deduced from our interviews and verification in the field.

Approximately the percentage of the numbers of graduates from each institution is as follows: 70% from the University of Santo Tomas University, 10% from the Far Eastern University, 6% from the University of the Philippines, 4% from the National Teacher's College, 4% from the Philippine Normal School, 3% from the Jose Rizal College, 2% from the Mapua Institute of Technology and 1% from Adamson Institute of Industrial Chemistry and Engineering.

IGH SCHOOL AND A COLLEGE TO OPEN IN RELIGIOUS ITUTIONS IN QUEZON CITY

long after today, the Quezon which has but one high and no college, as yet, will another step of advance- through the initiative of two ious institutions in the city. St. Joseph's Academy, which only institution offering the school courses here, will pro- open collegiate courses in a time from now. This infor- has reached the Quezon Publishing House recently re- by the Mother Provincial, Wilhelmina of that College.

Christ the King Mission ary will also add to its cur- the secondary courses, ac- to Reverend Herman Kon- Rector of the Missionary.

these plans shall follow nsfer of the University of ilippines so that the ambi- outh of Quezon City will be with the direct accessi- of these new colleges to

STUDY ESTABLISHMENT OF QUEZON CITY HIGH SCHOOL

Establishment of a high school for this city and its outlying districts of San Francisco del Monte, Cubao and Diliman is under consideration by the city council, according to Attorney Jose E. Tolentino, Assistant City Secretary. Residents, especially, are anxious to have the high school open in June, this year.

QUEZON CITY OFFICIALS COURTEOUS BUT NOT TALKING TO PRESS

A kind of self-imposed censorship is being observed by key officials here, everybody seeming not to know anything when there are newspapermen around. The Secretary to the Mayor does not know anything about his boss, the Chief of Police will not talk, the Judge keeps his books closed, the City School Superintendent says he has no opinion, and so on down the long line.

Fact of the matter is everybody is courteous and accommodating but no one is authorized to talk to newspapermen except the Assistant City Secretary, Jose E. Tolentino, who is at the same time press officer and the only spokesman of entire city government.

POST OF CITY SECHETARY MAINTAINED

With the resignation of Mr. A D. Williams as City Secretary, not officially confirmed as yet, the post of the City Secretary still remains under his appointment as long as he is in the Philippines. Secretary Williams has his office in Malacañan. Assistant Secretary Jose E. Tolentino is in active duty, however, at the city hall of the Quezon City.

OLD COCKPITS CAN CONTINUE IN QUEZON CITY

President Quezon has decided to allow all existing cockpits in chartered cities to continue in operation but has prohibited the construction and operation of new ones.

The action of the President was based on a recommendation by Secretary of Justice Jose Abad Santos and reverses a previous ruling of the Secretary of Interior prohibiting the renewal of licenses of cockpits in chartered cities.

Secretary Vargas explained that President Quezon did not wish to deprive present operators of cockpits of their priority right to operate their establishments, especially since the city charters do not expressly prohibit their operations. The President, according to Secretary Vargas, is not in favor of depriving such operators of their right even through legislation.

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QUEZON CITY NEWS

QUEZON CITY ORDERED CONSTRUCTION OF FIRST 3 OF 10 PROPOSED MARKET

In line with Quezon City's program of constant expansion, the municipal administration recently ordered the construction of the first three of a series of ten public markets to be established in the sections of the city.

City officials pointed out that with the completion and operation of these markets one of the more important objections of prospective buyers of homes and real estate in Quezon City will have been removed—the lack of market facilities. Since many of the important transportation arteries pass through or near Quezon City, edibles from provincial sources can be hauled conveniently to the city's markets.

Ground was broken for the Cubao market situated near the intersection of the 19th of June boulevard (Circumferencial Road) and South Market Street. Foundations of reinforced concrete have been laid and forms have been placed preparatory to pouring the concrete floor. The latter, which is the biggest single item in the cost of the building, will consist of 4 x 4-foot slabs and will be six inches thick. An initial outlay of ₱25,000 has been set aside for this project which, according to estimates, will be sufficient to cover all expenses of construction. Like all other markets of the city, the Cubao market will allow for expansion through additions to the main structure or through annexes within the premises.

Construction progress reports indicate the market on Mayon street, Santa Mesa Heights, will be ready for operation within few weeks. All important construction details have been finished. Only electrical and water connections remain to be made. However, this market may not start operating until after the council passes an ordinance regulating and controlling public markets.

The draft of the proposed ordinance was already finished by Assistant City attorney Guillermo Romero and was submitted to the office of the mayor for study and action. According to Assistant City Secretary Jose Tolentino, official spokesman for the city administration, the draft "seemed satisfactory enough to the executive branch" of the city. "However," he added, "it will have to be studied from all possible angles in order to prevent future misinterpretation and possible injustice. An ordinance of this nature is very important piece of legislation and will require deep study before it is submitted to the council for approval." It was intimated that the draft of the ordinance may be included in the agenda for the next council session in order to allow an early opening of the Mayon Market.

Meanwhile work on the Diliman market near the intersection of Sampaloc Avenue and South Market Street is reported going on rapidly. Trusses and beams have been hoisted into place and the roof is scheduled to be put on any time this week. The market will be used by the residents of the Kamoning-Obrero section, including householders of the Homise Corporation homes along Sampaloc Avenue.

As an index to the future construction activities of the city, Mayor Tomas Morato announced the availability of ₱100,000 for the erection of several additional markets in the city. Construction of two such buildings, one at Galas and another at San Francisco del Monte, has been proposed. One minor obstacle remains before constructions operations are started at Galas. It was learned that the sity chosen for its central location is too small for market purposes. The Legarda Estate, which owns most of the adjoining lots, is reportedly not opposed to selling some of its holdings to the city to make the site complete.

In addition to these facilities, a slaughterhouse in San Francisco del Monte district will soon go into operation, while another in the Cubao district will be begun soon. A city veterinarian and a staff of meat inspectors will be assigned to the slaughterhouses with a view to keep this standard of meat consumed in the city. An additional measure designed to keep these standard high is the returning into force an old ordinance which levies a five-centavo license fee on every kilo of fresh meat sold in public markets and stores in the city coming from sources other than city slaughterhouses. The ordinance was suspended time ago on petition of meat dealers in the city who claimed that the temporary suaghterhouse could not meet the demands of the residents. The establishment of the San Francisco del Monte matadero removes the excuse for suspension of the ordinance and the city council in a recent session ordered the measure put into full force again.

In connection with the operation of the markets, Mayor Morato declared he will insist that high standards of sanitation be observed by stall occupants and vendors. In anticipation of probable controversies on this point it was understood that the proposed market ordinance empowers the mayor to cancel or suspend licenses of stall owners violating health regulations. "I am determined to keep Quezon City clean through and through," the mayor declared, "and I will cause the city's ordinances and regulations pertaining to health to be enforced strictly and without discrimination.

SAYS QUEZON CITY NOT OF RIZAL PROVINCE

Proud of the independent status of this city and basing his contention upon law, Mr. Damian L. Jimenez, Secretary to the Mayor of Quezon City, insists that it is not within or under the jurisdiction of Rizal Province but is an entity of its own. The occassion of the Jimenez' insistence is a newspapermen's reference to the city as part of the province of Rizal. "The correct phrase is 'Quezon City, Philippines,'" emphasized the Secreta .

QUEZON CITY NEWS

MAGDALENA ESTATE, INC. UNDERTAKES ₱200,000 PROJECT

In order to help the officials of Quezon City realize the plan to make the new metropolis a model community, the management of the Magdalena Estate, Inc., through its president, Mr. K. H. Hemady, disclosed that the firm will undertake several construction projects for the benefit of the residents who acquire their lots in the Manila, España, University, Murphy and Quezon City subdivisions.

To make transportation accessible and easy in these residential districts, the first important project which the company will accomplish is the construction of a kilometer first class road through these 5 subdivisions adjoining the Diliman Estate from end to end. To accomplish this gigantic construction, the company has appropriated the sum of ₱[illegible],000 and when it is completed will be donated to the Quezon City Government.

The Company is also planning to construct a first class theatre similar to those found in Manila. The building will be erected at the corner of the circumferential road and New York Street.

Aside from these benefits which the Company will render the city government and the residents, it also builds home residences for the buyers of lots in its five subdivisions in Quezon City with the requirement that each lot purchaser must pay 25% down payment and the balance in 10 years monthly installment plan.

For the benefit of those who buy lots along the streets which the company will construct, it guarantees the installation of water, light and telephone services without additional charge from any purchaser.

The Magdalena Estate are selling as low as ₱7.61 per month without down payment. Any purchaser can take possession of his lot as soon as the first payment of ₱7.61 is paid. There are also larger lots which require more than ₱7.61 per month. So liberal are the terms of the Magdalena Estate that can be reached upon by the middle-class individuals or even the laborers.

"SAMRAI" RESIDENCE IN QUEZON CITY UNDERWAY

With the constant increase of big buildings in the new metropolis is included the coming construction of a "samrai" residence by a wealthy Japanese woman, Miss Mitsu Shimizu, owner of the Miyako Hotel and the Sukiyaki Cherry Kitchen in Manila. This residence will be modelled after the architectural tradition of an honorable Japanese home. It will be constructed in another lot owned by Miss Shimizu distinct from the location of her present temporary residence along Watanabe street. This plan is definite unless Miss Shimizu shall not find objection with regards to the high taxation on real estate properties by the city government.

PLAN SCHOOL IN DILIMAN

One of the projects soon to be undertaken by the Bureau of Public Works is the construction of a primary school building in Kamuning District in Diliman, which will cost the government some ₱12,000.00. This will add to the present ten schools now incorporated in Quezon City from San Juan, Marikina, Caloocan and Pasig where they belong prior to the charter of the new city.

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THE HISTORY OF CAMP MURPHY

———o———

(Reprinted from the Citizen Army)

Six years ago, Camp Murphy was a barren land splotched here and there with tufts of waving cogon and clumps of lowgrowth shrubbery and bamboo trees. Unbroken, rough and made up of hillocks and gullies, the place looked so forbidding and barren that it was left uncleared by the farmers of Marikina.

Today it is a model camp. Lines of trim buildings have replaced the unsightly cogon and shrubbery; the sound of drums and the blare of bugles have broken the silence that used to shroud the place like an impenetrable pall; the rolling hills have been levelled and transformed into a parade ground.

The camp was named after Frank Murphy, last American governor general and first U. S. High Commissioner to the philippines, now a member of the U. S. Supreme Court. High Commissioner Murphy had so endeared himself to our people that, in memory of his stay here, the new camp was named in his honor.

Camp Murphy was not originally intended to be an Army post. In fact, its history precedes that of the Philippine Army. For it was already under construction one year before the enactment of the National Defense Act which created the Philippine Army.

When work was started early in 1934, the intention was to use the camp for quartering the officers and men of the 7th Infantry, Philippine Constabulary. The barracks at Gagalangin, former quarters of this command, have been found inadequate, so the lot and buildings were sold to the City of Manila which converted them into schoolrooms.

The sale enriched the 7th Infantry by P25,000. With this amount to spend, the construction of three barracks on the new camp site in San Juan, Rizal, now a part of Quezon City, was speedily undertaken. The land, consisting of about 25 hectares, was donated by the Mandaluyong Estate.



Col. MATEO M. CAPINPIN
Commanding Officer, Camp Murphy

Company "C" was the first unit of the 7th Infantry to move to the new camp. The company was under the command of Capt. Agaton Panopio, at that time a first lieutenant.

Upon their arrival in the camp site, the enlisted men were ordered to don their overalls and get down to work. The construction of buildings was started immediately. This additional work did not, however, interfere with their military duties.

Labor was partly supplied by a group of about 126 Bilibid inmates sent to Camp Murphy. Carpenters were recruited from different Constabulary stations. The insular prisoners were made to work as carpenters, laborers, etc.

Some of the materials used were salvaged from government buildings constructed by the bureau of public works. Limestone was quarried right on the camp site while gravel and sand were carted from the neighboring Marikina river.

The levelling of the rough terrain was undertaken simultaneously with the construction of barracks. The Philippine Department, U. S. Army, extended a helping hand. U. S. Army tractors plowed into the hillocks, filled up the gullies and uprooted the shrubbery and small trees which grew in abundance all over the place. Dynamite was used in blasting rock promontories and other jutting obstructions.

Later on, when other companies of the 7th Infantry arrived in the post, more men were put to work. Within a shot time, the three barracks were completed.

In the meantime, the beautification of the camp was started. Selected trees were planted at regular intervals along the streets. An officer was detailed to take charge of this work.

Following the passage of the National Defense Act in 1935, the Philippine Constabulary was absorbed by the Philippine Army. On June 18, 1936, General Orders No. 56 authorizing the organization of the First Regular Division in Camp Murphy was published by Army Head quarters. Brigadier General Guillermo B. Francisco

assigned to command the di-

The 7th Infantry, Philippine Constabulary, became the nucleus of the 1st Infantry, Philippine Army. Colonel Mateo Capinpin, who had just joined the Philippine Army, was named regimental Commander. Major Mariano M. Castañeda, commanding officer of the 7th Infantry, became the executive officer of the new organization.

The training of its personnel under the new set-up began in earnest. In compliance with orders from Army Headquarters, the best trained men in the camp were sent to different Philippine Army training centers to receive military instruction. Upon the completion of their training, they were assigned to Army cadres all over the country as instructors and assistant instructors.

To provide quarters for the new units of the First Regular Division, additional barracks were constructed. This time the work was done by private contractors under the supervision of the bureau of public works. Relieved from this duty, the enlisted personnel were assigned to perform their normal military functions.

Quarters for officers were also built. In no time, one building after another rose from the ground. These buildings were immediately occupied upon completion.

About the last week of December, 1936, the first batch of officers reported for duty in Camp Murphy. Shortly afterwards, the first contingent of trainees arrived in the post. They were assigned to their respective companies and issued uniforms, arms and equipment.

Camp Murphy has grown in size. At present it covers an area of about 100 hectares. There are now so many buildings constructed that the post looks like a small city. The streets are all asphalted, well-kept and free from the dirt and rubbish so evident on the streets of any town or city.

Everybody from the trainees up is enjoined to observe cleanliness while in the camp. Even the tiniest cigarette stub or the merest scrap of paper must not be scattered around but must be kept and thrown into the nearest garbage can. All the buildings are spic-and-span.

Colonel Mateo M. Capinpin is the present commanding officer of Camp Murphy. At the same time, he is commandant of the Infantry School, which is the first of its kind in the country.

Besides the barracks and an imposing administration building, the camp has a gymnasium and bachelor's quarters. It has also a bandstand where the First Infantry band holds concerts regularly for the entertainment of the personnel of the post.

———o———

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"Friend of the Year"

A man is like a bit of Labrador spar, which has no lustre as you turn it in your hand until you come to a particular angle; then it shows deep in beautiful colors. There is no adaptation or universal applicability in a man, but he has his special talent, and the mastery of his success consists is adroitly keeping himself where and when that turn shall be oftenest to be practised.

Eighty years ago it was only necessary to be well dressed and amiable; today a man would be too much like the garcons at the cafes. But there are, however, a few who can ascertain their special calling, who can stick to it and would be successful afterwards. Like these few men, Mr. Ma Mon Luk have succeeded well to be reckoned among the wise. Branded as the "Mami King" by the Philippines Free Press, he deserves well that name by virtue of his invention of the "mami," a delicious Chinese "pansit" which consists of noodles with tiny slices of meat and chicken, the heated chicken soup and sliced onions. Although his trade is immitated somehow it is never equalled, and he still gets the crown for the secret that he keeps in making his own "mami" extraordinarily tasteful above the others.

Mr. Ma Mon Luk's restaurant at Salazar street, in the heart of Manila's chinatown, has its "blitzkrieg" everyday, especially during suppertime. Due to the continuous flocking of his customers, he sacrifices 100 chickens everyday—"Batangas dumalaga at mataba" at that. He brought this kind of food 20 years ago to the Philippines which he started by peddling painstakingly his "mami" around Manila. When he realized a little saving from that beginning, he opened a small restaurant which he thought would center only the patronage of his countrymen. Without his premonition, however, he was surprised to find that most of his "suki" are the Filipinos, rich and poor alike, who consistently come back for his "mami." But Ma Mon Luk does not know that the Quezonians compose the majority of this Filipino "suki."

When the staff of this edition verified with a symposium from the Quezonians as to who can be our friend in Quezon City, Mr. Ma Mon Luk emerged noticeable. We, Quezonians, have an exquisite taste which favors the quintecense of his "mami." This is, perhaps, why Ma Mon Luk has become our friend in this issue.

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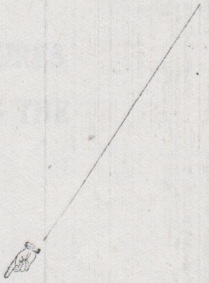

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SYMPOSIUM

From Public Opinion

The Quezon City has so many advantages one knows not how to speak against it. With the ability and influence of the first mayor of this city, enforced by the competency of the different heads of his department, Quezon City will move on through the tenor of progression.

Can any good come out of Quezon City? This is always the question of the wise-acres and critics. But the good, the new, come exactly from that quarter whence it is not looked for, and is always something different from what is expected. Everything new is received with contempt for it begins in obscurity. But it becomes a power unobserved. I am not a resident of the new city but someday the importance of the metropolis will get me there, a civic-spirited Quezoniana.—*Dra. Leonila C. Bernardo.*

We have a solemn respect for the present administration in the Quezon City, most precisely to honor the hands at the helm of the city government. Undoubtedly, there are now realized big changes in the new city from a wilderness to a model metropolis. To the first city mayor, Honorable Tomas B. Morato, belongs the credit of these changes. He has delved twice his effort to promote the speedy advancement of his city now vouch-safed to the world.

Somehow, it is the civic duty of the people to cooperate with Mayor Morato in elevating Quezon City to the peak of advantages and distinction. As owners of a cockpit in this city, we are contributing our plowshare through our taxes which also adds to the sinews of the local state. Sometime ago, there was an attempt to bar our business from operation within city limit, and we just could not think how we should replace our way of contributing to the government if that attempt would have succeeded. What benefit would the government render to itself and to this city if it would tax a cockpit and run almost to the point of prohibition! Was it Napoleon who said that he found vices very good patriots?

We find no difference between the cockpit and the classified other gamblings. There is the Jai-Alai within the heart of Manila, which is the sports of the rich. Is there no gambling there? The horse races were formerly scheduled once a month, now weekly or so often. We simply understand that these are paying big tolls to the government which increase revenues of the country. The cockpit, the sports of the masses, should also be tolerated so as not to hinder or impede its contribution to the wealth of the government. — *Casimiro & Guizon, Managing Partners, La Loma Cockpit and Maypajo Cockpit.*

TAXATION WITHOUT REPRESENTATION IS TYRANNY

"The inhabitants of San Francisco del Monte are taxed to support the City government of Quezon City, but through the refusal of the City authorities to open a direct route to Quezon Boulevard, they are denied the proper use of this magnificent roadway.

"Why?

"Presumably because San Francisco del Monte, Inc. is in competition with the Town-Site Corporation.

"This if the true reason is a rank stupidity. Because the constant traffic of the inhabitants of San Francisco del Monte over the roads of the Diliman subdivision would make the land of the Town-Site Corporation more salable.

"TYRANNY IS ALWAYS STUPID".—*Hammond Buck.*

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SOME QUEZ



Mr. A. J. BALLS

Treasurer, Smith Bell and Company

HIS NOBLEST MOTIVE IS FOR THE PUBLIC GOOD

Like many other virtues in a man, hospitality is practised in its perfection by Mr. A. J. Balls. If others did their share for this noble publication of the Quezon City Publishing House, Mr. Balls did it readily and graciously just because it is the model city that concerns. Because he is of the noblest dispositions, he thinks himself happiest when he found that Quezon City, which he now considers his home city, is the sole compliment of this edition. He like the Quezon City, cherishes her ever till his death, rises with her in glory, and feels proud infinitely great of her. He takes it to be a principal rule of life always to be addicted to this beautiful city, among other things, by contributing to her progress and prosperity. "As a resident," he said, "my noblest motive in this city is the public good."

A YOUNG QUEZONALITY IN THE PERSON OF MR. H. KESSLER

Mr. H. Kessler of the Swiss Oriental Commercial Company was formerly living in Pasay. Having been informed of the suitability and peace along Broadway Street, formerly of San Juan, he transferred there in 1935. Upon his experience in this comfortable place, he declared that there is virtue in houses in that, region, in gardens and orchards, in fields, in rustic recreations and plain manners that neither people in Pasay where he once lived nor in Manila enjoy. When that spot was incorporater in the charter of Quezon City, he became more inspired and, perhaps, he will not think of deserting the place if possible. Somehow, Mr. Kessler has a definite suggestion and that is the asphalting of all roads within the city. He said that the first thing to impress of the progress of the Quezon City are the good roads where the tourists or those new in the place pass, regardless of the few houses that can yet be seen.

WE CAN BE PROUD OF HON. SERGIO BAYAN

A man becomes famous because he has the proper stuff in him. Hon. Sergio Bayan, we assert, has a good nature and even temper which give us an easy companion for life in Quezon City. We know him personally as our supporter he has many grounds of distinction. To these the Almighty has affixed his everlasting patent of nobility. And for a noble person like Hon. Bayan, we can be proud that, because he has chosen to reside with es, Quezon City is the glorious concern for the honor of making—a contemplation of God's works. To judge of the real importance of Quezon City, we should think of the effect that has invited many honorable persons to live in it. Hon. Bayan is the Under Secretary of Public Works. He has undergone responsible positions in the government before, foremost of which was the mayorship of the city of Baguio. To Adan Paradise was home. To Hon. Bayan Quezon City, now has home, his paradise. The first of his domestic happiness is his love of Quezon City as his home.

HIS FLOWER GARDEN CREDITS WITH THE CITY BEAUTIFUL

This Quezonality has a profession which benefits the Quezon City in its bloom. With not merely a home garden of flowers but an extraordinary plantation of the evergreens that are open to the public, Mr. T. Kosugi plays the role of the Bureau of Flower Supply to the entire population. He owns the Manila Central Garden in Manila, though, but he dedicates his good time to the improvement of his branch in the new metropolis which he will soon name the "Quezon City Central Garden." We are confident that with the existence of his garden in Quezon City, there is an inclination for many residents to put their own if they will find their favorite flowers among the growing blossoms of Mr. Kosugi.

ALITIES

HE IS HELPFUL NO MATTER HOW MUCH THE DAMAGE IS

One of the Godlike things of the Quezon City is the veneration done to human worth by Mr. J. L. Myers. With his subdivisions, the major portion of which lies in Quezon City, he is doing eminently divine favor for the Quezonians due to his liberal terms on the sales of the lots therein. We understand and admire Mr. Myers' courtesy and we hail him for, by his lenient deal on his properties in this city, he opens the door and morally invites many more to join the poulation of our metropolis. Mr. Myers is undoubtedly helpful no matter what the damage is. We have known that from here. A really great man, he is known by three signs—generosity in the design, humanity in the execution, consideration in success. More powers to Mr. Myers!

DON JOSE ARANETA BROUGHT MANY RESPECTABLE FAMILIES TO OUR HOME CITY

We remember of Mr. K. L. Watanabe who alleged that he was won to Quezon City as by being encompassed with Don Jose's elements that moved and molded him. Such an influence of Mr. Araneta practically has brought to Quezon City a number of good families. Like Mr. J. L. Myers, he has a subdivision in the model city whercin reside the responsible people to belong to the Distinguished Quezonalities of this publication. Don Jose's thoughts are with the stars. He serves the soul exalted with grand glorious aims, and love his fellowmen, not only in Quezon City but also the people in general. Quezon City boasts of this man whose name and memory he has to men's speeches, to foreign nations and to the next age.

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Mr. ALBERT SIDLER

Vice-President, Elmac, Inc.

A POTENTIAL QUEZONALITY AWAKE OF HIS LOVE FOR THE NEW CITY

"I am not yet a resident of Quezon City, but I love it as my future home city." These are the sincere words of Mr. Albert Sidler when we approached him. No person often feel grateful to a presently unconcerned thing but the animation in Mr. Sidler's is such an exceptional emotion which can be an illustrious example to those who intend to move to Quezon City. Mr. Sidler will soon join the Quezonian residents, or to be exact in the month of May, this year. During the 38 years of his life in the Philippines, he has always rented his residence, but when he saw Quezon City, the beautiful metropolis of the people, according to him, he decided to build his house for the first time. He further said that he will feel at home in the new city, more precisely with Mayor Morato, who is his personal friend, at the helm of its administration.

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SOME QUEZ



Mr. E. B. FORD
President & General Manager,
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HE COMMENDS LAUDABLY THE GOOD WORK THAT ARE IN THIS CITY

One of our fellowmen owning beautiful buildings in Quezon City is Mr. E. B. Ford, President and Director of the Philippine Trust Company, and connected with many big business firms in Manila. Around his residence are scenes of flowers too beautiful to gladden the mortal gaze. They are spectacles that will add to the sceneries of this city. Mr. Ford was convinced to reside with us in Quezon City because it is conducive to health and away from confusion, interruption and tumult. He does not praise the Quezon City in its face for it is yet beginning but he commends laudably the good work that are already begun by the city officials. "With such a beginning, we can watch for the magnificent results as there are no budding mischiefs during this stage to a ripened maturity," he said.

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TO HIM THERE IS NOT A MOMENT WITHOUT SOME DUTY

Of the Earl of Shaftesbury it was said "his long and perfect life had no day misspent and no hour without some deed of loving kindness to others." Here is Mr. Fortunato Halili who belongs to that statement. We would have him generous to his country, in general, and, particularly, to his city, his neighbors, his kindred, his friends, and most of all his poor friends. In many ways Atong, as we confidentially address him, is very important, not only to the Quezon City but to the City of Manila, Bulacan province and to the extent of his Company lines. What is greatest are the activities of his transits and taxis for these are contributing eminently to the economics and accessibility of indiviquals from their destinations to another. To him there is not a moment without some duty. This span of life is lent for his lofty duties, not for self, ishness but to serve mankind. Unsatisfied still with his already rich service to the people, he aspired for Governor of Bulacan to gain more right to serve best the interest of his community. Unfortunately, he failed. Somehow the electorate shall soon understand his illustrious aim where their past indifferences will change for the better. As the most civic-spirited plebeian of Quezon City for the present, he is sharing a great deal in the improvements of this city, donating purports of goodwill and kindness to whatever civic demand reaching him.

MR. FRITZ VOLLENWEIDER'S ADVICE IS WORTH HEEDING

Mr. Fritz Vollenweider, Representative of the Insurance Department of the Warner, Barnes & Company has his own home, a beautiful garden and a swimming pool in Quezon City. We think that here is another residence we surveyed to contribute to the beauty of our new metropolis. Mr. Vollenweider is precisely, with us in the idea of forcing the progress of this city. He is doing his part within his premises. Outside of that he suggested that the funds of Quezon City should be now be spent for the improvements of the city before the war will be dragged to the Philippines, otherwise all such funds will only be spent for the war. Such a spirit in him is commendable, as his admonition is worthwhile heeding. Nothing is more sincere than Mr. Vollenweider's advice which means not his own interest or reputation but the improvement of Quezon City in common. We give him our ears but we reserve the judgement of officials concerned.

...NALITIES

HE TOLERATES HIS FELLOW QUEZONIANS

We respect the man who knows distinctly what he wishes. To the resolute mind of Mr. A. F. Gonzales is his willful stay in the Quezon City because he wishes to be isolated from the hustle and bustle of Manila. But such as he wishes to be, he says that he cannot enjoy his wishes, not because he is disturbed by the administration but by some of his neighbors for they tune their radios even out of time, and discharging them loud at that. Somehow, Mr. Gonzales is modest because he preferred to tolerate his fellow Quesonians who are also friendly to him. But we'd rather like every body to keep the tradition of our city in its silence which brought many more families to settle in it. We say that Mr. Gonzales is right to suggest that the city police should take care of keeping the silence at night in the neighborhood of every resident, save for occasions where noise is inevitable in the spirit of celebration. Mr. Gonzales, further, suggest that the streets in his district should be well planned like those in Diliman, if not, they should be watered regularly to avoid dust from houses. One more suggestion of his, which every Quezonian approves, is the planting to trees along side the streets to beautify the avenues and boulevards that are constructed in the city.

SHE PLANS TO BUILD A "SAMRAI" RESIDENCE IN THE NEW CITY

When we began to work on the Japanese community in this city, we have observed that, inspite of the present conditions, our Japanese friends here deem it best to live as our fellowmen, particularly with the Quezonians with whom they should be to eternity as now residents of our new city. We were attracted by the generosity of Miss Mitsu Shimizu, an independent woman whom we consider one of the well-to-do residents in the new metropolis. When we asked her about the war, she said that she'd rather prefer no war with Japan so that we would not think ill that, because a Japanese, she will oppose us. She was 20 years old when she came to the Philippines and she is 55 years old now. Contented with the present comforts in Quezon City, she plans to build a beautiful home modelled after the traditional architecture of a *samrai* residence in Japan. Why, of all things considerable in the future scene of Quezon City will be this good plan of Miss Shimizu. She suggests that to help in the up-building of this city the efficient residents should follow her example.



Mr. FRANK L. SCHLEIPEN
Vice-President
H. E. Heacock & Co.

HE CARRIED HIS ALONG WITH A LIFE IN QUEZON CITY

Like a morning dream, the life of Mr. Frank L. Schleipen becomes brighter the longer he lives in Quezon City. He has already spent the last 13 years here and he is one of the two foreigners, though a Philippine citizen, who first came to this city. Within that long lapse, he was never antagonized here, neither by his neighbors nor the city officials. Mr. Schleipen came to the Philippines in 1905. From thence, he became a member of the H. E. Heacock Company. He is the oldest of these members and the only surviving member of the original firm. The truest test of a great man—that, at least, which secures his place among the highest order of great men is Mr. Schleipen's having been in advance of his age. Under our "Quezonian Headliners of the Year" Mr. Schleipen emerges as the Model Resident in Quezon City.

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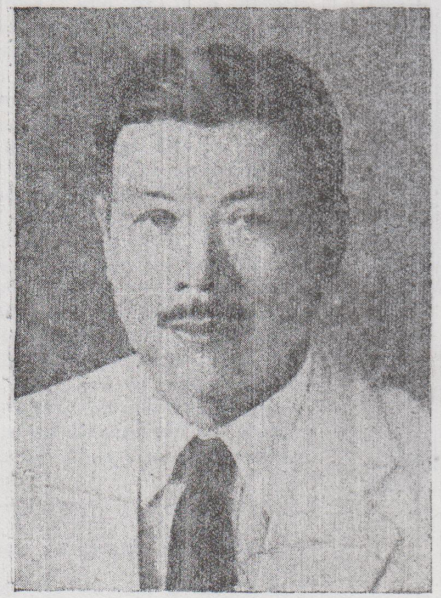
SOME QUEZ



Mr. K. L. WATANABE
Commercial Agent
Ministry of Commerce and Industry
Tokyo, Japan

HE LIVES AND WILL DIE IN QUEZON CITY

Almost always the most indigent are the most generous. Quezon City is thankful to include Mr. K. L. Watanabe as one of her resident for he is useful and locally patriotic. His plain duty, according to him, is to try to make the little corner he can influence somewhat less miserable and somewhat less ignorant than before he had entered it. Of course we think of him out of place to maintain this plain duty, but he is worth the spirit. He came to the Quezon City in February, 1940, happy in the thought that here is a place he cherishes. During this time, he was a lone settler along Watanabe street, a thoroughfare named after him. Somehow, he has convinced his Japanese friends to reside there and practically now the place is almost inhabited, as a result of his persuasion. We admire Mr. Watanabe's spirit. He thinks that he is beautifying Quezon City with his beautiful garden around his concrete residence. He enjoins all lot owners in Quezon City to construct their buildings to add to the beauty of the city. Born in Shizuoka, Japan, Mr. Watanabe came to the Philippines in 1926 with his generous wife, where he will finally live and die in Quezon City.

HON. JOSE O. VERA CON NOT BE OMITTED

The chief ingrelients in the composition of the qualities that gain esteem and praise for Quezon City is the distinctions of many Quezonian residents, among whom is Hon. Jose O. Vera, Judge of the Court of Firs Instance of Manila and Professor of Law, University of Santo Tomas. In our noble hearts, the feeling of gratitude for Hon. Vera's stay with us has all the ardor of a passion. We can but regret if we will miss him in this section of our publication for his personality much will merit the presentation of this issue. Without an interview, we can say that he likes Quezon City because he has chosen to reside with us here. Itis an honor. We have him, one of the best possessions of our city and a reliable neighborhood of our people. With him, too, we can cling to our flying hours—that before this city shall be wanting, he can join the influential hands to second the powers that save. From Quezonians of his kind, we enjoy our personal blessings, the blessing of immunity, safeguard and integrity, which deserve the thanksgiving of a dear price. Judge Vera has added another color to himself when he obtained the degree of D. C. L. from the University of Santo Tomas last March.

MR. F. OHTA IS A QUEZONALITY

Like Mr. T. Kosugi, Mr. F. Ohta has a garden of flowers on a two-hectare land which adds to the colors of the Quezon City. His garden supplies the need for flowers of the gardens for any number of residents in the Quezon City. Mr. Ohta has lived in Quezon City for five years now. He was convinced to settle here because the Quezon City is a good place to put up a public garden with its good air and spacious lawns.. We owe from him another scene in the city, more precisely when he said that many residential houses here which are now decorated with flowers are attriuted to the existence of his public garden. He is improving his garden still to add some more varieties of plants so that whatever order he receives from his fellowmen can be filled up. And he decides, too, to ply his trade here forever.

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NALITIES

MR. H. S. ROWLEY GIVES SUGGESTION TO INVITE MORE PEOPLE TO THE QUEZON CITY

"If the Victoria Street can not necessarily be improved in the meantime," said Mr. H. S. Rowley, "it should be watered every day because it is really dusty.' It is better that he gives us the tip. The idea may soon get to the knowledge of the city officials who may give action. Of course, Mr. Rowley expected that, being a new city, there is not yet a complete routine for all these things. But no one can lure him to be away from here as he appreciates the high situation of the place which makes air cooler for healthier persons. And he believes yet that Quezon City is the most beautiful in this part of the Country. When we asked him to suggest anything for the good of our metropolis, Mr. Rowley said that there should be mine golf links here to convince more people to come to the Quezon City. Such a thing, anyway, can be made by many residents who are cooperant. Precisely, those who are addicted to this sport are the well-to-do who can afford the expenses. Mr. H. S. Rowley is the Manager of the Eastern Extension Australasia and China Telegraph Company, Ltd.

HE PREFERRED NOT TO SPEAK FOR HIMSELF

The modesty in Mr. C. Ishibashi is the chastity of merit and the virginity of his noble soul. He preferred not to speak for himself when we asked him about what he has done already for the Quezon City as a Contractor and Builder. And, of course, we presumed that it is a better credit for others to speak of one. He rather let his youthful only son George faced our interview. George's complaisance smoothened our distinction, sweetened our conversation and made every one in the company pleased with himself. His father, he thinks, has contributed well already to the Quezon City through the seven buildings which he has already constructed there. And for George, who is a product of the University of the Philippines in Business and a future Engineer from Mapua, we believe that he has more inclination to accomplish farther than his father's. We think that we safely trust on him for being neutralized from birth in this country, which will brightly end in his mindful care and love of the Quezon City wherein he now resides — forever!



Mr. ARTHUR LANDAHL
Wholesale Merchant

HIS GOODNESS IS NOT OUTWARD SHOW

Another of the early inhabitants in Quezon City is Mr, Arthur Landahl. He did not have much time with us during our visit but our brief observation has afforded much about him. A word or a nod from him has more weight than valued our purpose of editing this noble project for its justness and sincerity. As a personal friend of our great Mayor, he was complacent and as a Quezonian resident, he was constrained by a civic duty to entertain our call. Mr. Landahl owns two buildings in Quezon City. From him alone we owe improvements in Quezon City twice we can realize from others. We found his goodness not a mere outward show, not a delusion, but with a sincerity that speaks of his generous soul. He stressed the importance of Mayor Morato's place in our city—that the sway of his power is the sphere of influence also for the people which spreads in widening circles for our favor and regard.

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SOME QUEZ



Mr. ARTHUR HEIDENREICH
Assistant, Educational Dept. Philippine Education Co. & Honorary Supt. of Schools, Quezon City

MR. ARTHUR T. HEIDENREICH, OUR HONORARY SUPERINTENDENT OF SCHOOLS

For many years Superintendent of Public Schools in Cavite, Batangas, City of Baguio and the Mountain Province, Mr. Heidenreich has decided to remain in the Philippines and make his permanent residence in Quezon City. When the Commonwealth Government put into effect its policy of retiring Americans from positions in the government service he sought to remain associated with school work and assumed his present position as Assistant Manager of the Educational Department of Philippine Education Company. In this position he has kept in close touch with public school work and has widened his associations with the private schools. President Quezon could hardly do better than to appoint this man honorary City Superintendent of Schools for Quezon City, so as to make available for the new city his training and experience.

Mr. Heidenreich is a graduate of Columbia University in New York City. He taught in Newark, New Jersey, and in Washington, D. C. before coming to the Philippines. He has served as a teacher in the high schools of Sorsogon, Rizal, and Bulacan. He has been Principal of the Provincial High School in Malolos, Bulacan; Tuguegarao, Cagayan; Lingayen, Pangasinan and Batangas, Batangas. For a time he served as editor in the general office of the Bureau of Education. He was Director of Teachers Camp in Baguio for a number of years and has served as mess manager in Camp Columbia, Connecticut before coming to the Philippines. As a Superintendent of Schools Mr. Heidenreich emphasized the experimental method in working out educational problems.

Since settling in Quezon City Mr. Heidenreich has devoted much time to working in his garden and has been attempting to determine by careful experimental methods which types of flowering and ornamental plants grow best. This work will be a real contribution to the beautification of Quezon City.

Perhaps the finest contribution of Mr. Heidenreich to the Commonwealth of the Philippines is the number of young Filipino men and women he has encouraged and helped in securing an education and finding a useful place in society.

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ALITIES

MR. I. A. MARQUEZ IS COMPATIBLE

Among the distinguished Filipino residents in the ezon City is Mr. I. A. Marquez, Manager of the ...ez & Company. He owns a residence ... Street which includes the office of his com... and which can be one of those attractive ...ings that adorn the new metropolis. Mr. Mar... as a contractor and builder, is an asset in the ...tion of our new city. With something that ...s already done here as an indubitable certain... we can hope that the construction of more ela... buildings contributing to the scenes of the ...ity shall come from him. That worth of his ...s compatibility in this new city will make a ...d to a progressive community. Readily he ...ed us upon knowing that we are his fellow... ...ians. How much more grateful was he when ...ke to him of our illustrious intention to edit ...uezon City Beautiful!" At the end, he gave ...e compliment, hoping that this publication ...l be a colorful success.

STRICT TO HIMSELF BUT . . .

...hi Oya is the toughest we have faced for ...erview for he is not particular in publicity. ...st concerned in his private life—that's all. ...en we informed him of his civic duty to Que... ...y through participating in this noble publi... he ardently took our interview to himself. ...sident, he is mindful. He claim to have nev... included in any publication before. Never... he takes pride in having been included in ...tion, although, he said that he does not de... the merit. From here we realize that the ... City Beautiful" has its role of necessity ... the Quezonians into one. We are now ap... as our beloved Mayor is "of the importance ... publication which can help bring the city ...ent closer to the people and the people to ...rnment." This works on the example of ... Oya, proprietor of the Santol Dairy Farm ... City.

Compliments of the
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428 Rizal Avenue
Manila
P. O. Box 2735 Tel. 2-51-23



Mr. CARLOS UY
Manila Proprietor

HIS RESIDENCE ADDS TO THE SCENES OF QUEZON CITY

We personally made a survey of the magnificent residence of Mr. Carlos Uy, a proprietor and a businessman. We were stunned at the pleasing amazement we incurred upon admiring the vistas on passing by. It is a three-story building of artistic decoration towering luxuriously, of so much delicacy and aristocracy, along the 3rd Street. One of the rarest building in Quezon City, Mr. Uy built it in March, 1940, believing that this spot is finally the most convenient to live in. He is, however, not proud of this property but declared that he did not know it has something to do with the scenes of the new metropolis. According to him, he constructed the building when Quezon City was already chartered and he believed that it would be embarrassing to place a moderate one here. Anyway, he sure will live in the model city for life, as he feels undisturbed and always peaceful in this city. We believe that, with his Filipino styles, he will be always ranking with gratefulness to his fellowmen and to the welfare of Quezon City.

SOME QUEZ



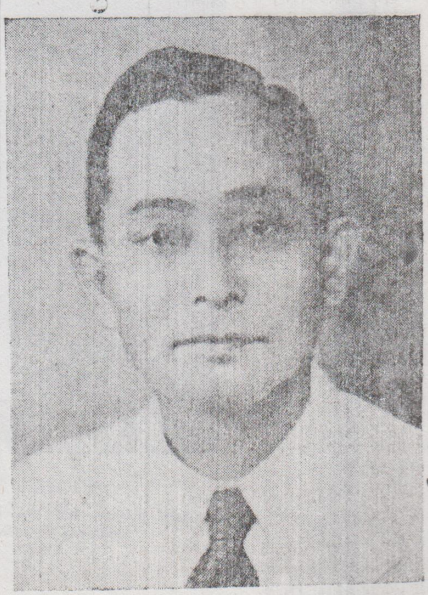
Mr. GEORGE LOUIS
Manager, Wholesale Dept.
Philippine Education Co.

HIS CONSCIOUSNESS OF GOOD WILL IS AN AMPLE REWARD

We were well entertained with Mr. George Louis possessive conversations. His consciousness to our aims is an ample reward for he was well concerned with our interview and well preserved with the spirit of every mindful resident in Quezon City. "Earnestness gives intellect," says a maxim of the Jesuits. This pertains to the bright idea of Mr. Louis which suggests the widening of roads and the improvement of transportation facilities, not only for the good of himself or the city but of the whole people. We were impressed with his gratefulness to the administration of our beloved mayor and, more precisely, with President Quezon's illustrious plan for the future capital of the Philippines. Mr. Louis came to the Philippines in 1921 as first class quartermaster in the United States Navy. On February 6, 1923, he was honorably discharged and shortly afterwards joined Frank and Company, one of the pioneering stationery dealers on the Escolta during that time. He became the Assistant Manager of the Wholesale Department of the Philippine Education on May 16, 1928 and made department manager in 1934, a position which he holds to the present. He is also the Secretary of the Fraternal Order of Eagles. Mr. Louis finds the new city a place to live in and he intends never to give us his home here.

HE IS GENEROUS TO THE WELFARE OF QUEZON CITY

Next to his personel interests, Mr. Hiroshi Tanaka is generous to the welfare of Quezon City. This, according to him, is tantamount to his patriotic duty to his country, as he now considers this city as his hometown for having resided herein for seventeen years now. Mr. Tanaka lives along C. Benitez Street on a two-hectare land wherein he accommodates one of the pioneer enterprises of Quezon City—the Tanaka Poultry Farm. He said that with this little job he has, he is doing a duty peacefully in contributing to the resources of the city. While this is true, because his business is the biggest of its kind within our city limit, we conceive that his services are fundamental in the daily needs of the Quezonian, due mainly to his supply of chicken and eggs which can cover the entire population and even the city of Manila. We appreciate his spirit of Quezonianism wherein we share the benefits of life and health from his business promotion in this city. If others would think of a trade that would equal the necessity of Mr. Tanaka's participation in this city, all of us residing here shall not suffer from the sores of wanting from far away towns or provinces.



Mr. HIROSHI TANAKA
Proprietor, Tanaka Poultry Farm

ALITIES



Mr. ALBERT KAUFMANN
Representative, Sun Life of Canada

URE THE MOST VENERABLE THAT CAN WELL BE IMAGINED

greatest comfort of Mr. Albert Kaufmann's age, and that which gives him the highest ction is the pleasing camaraderie he has friends. In Quezon City he has many foremost of whom is our beloved city may- for the most part of his participation here- to his sense of friendship. "I do not know can do for you," said Mr. Kaumann, "as I from Quezon City." Somehow, he is a Good nature being the bread of his man- the staff of his life, he readily realized ur friend, he properly merits his partici- this humble souvenir. We approve of a that has something of the middle-aged man in with a middle aged man who has the youth Although Mr. Kaufmann is now little bit eeps well and cheerful, and a figure the erable that can well be imagined. With his ears in the Philippines he has breeded with ipino people which will credit to him the a model foreigner, though a Filipino ci- 11 years now, in our country.

HE LIKES TO STAY IN QUEZON CITY DESPITE CIRCUMSTANCES AGAINST HIM

Mr. Sy Chiuco declares that he always will stay in Quezon City because in here is where he began his career as a businessman. He owned the defunct La Loma Cabaret which was forced to cease in operation because of the high fee imposed on it by the Government. He reiterates, somehow, that his business in the Cabaret is a way to add to the revenues of the City Government because of the tax that he pays with it. He stressed the benefits of employment which the La Loma Cabaret can offer to most of the people in La Loma. "Some 100 girls can earn by dancing honestly," he said, "which will support themselves and their parents." We can really imagine how many persons have lost their jobs when the La Loma Cabaret was closed, and how many more dependents of these persons are suffering. We count on the 100 girls Mr. Sy mentioned. And what about the musicians, the janitors, the helpers, etc? Mr. Sy laments over the present situation for, although plenty of these persons who once depended on his business induce him to return the function of the La Loma Cabaret, he cannot risk himself against the law and his high expenses. But he really feels for his fellow Quezonian for he thinks that all of those who lost their job from the Cabaret are from the district of La Loma.



Mr. SY CHIUCO
Proprietor, Sy Chiuco Hardware Store and La Loma Cabaret

SOME QUE



Mr. WILLIAM J. CORPE
Member, Flemming & Williamson

HIS CONVERSATIONS ARE GENTLE AND HIS ACTIONS RESOLUTE

When Mr. William John Corpe came to the Philippines in 1932, the best place he has first sighted was this once wilderness and barren area in the neighborhood of the city of Manila. For many a time, he was haunted with a desire to get a residential place here. In September, 1939, upon his information from the newspapers that this was going to be a chartered city, he thought that the omen of his dream came true. He moved to this potential site and for his first satisfaction he found the coolness and airy atmosphere in this forthcoming metropolis benefiting his health, and a wide space for his hobby — horse riding. In his very ideal location he planted a garden of scenic greens and yellows which embelishes his surroundings. We appreciate his high spirit which interests and concerns him for the good of this community to which he belongs, and particularly of the new city in which he resides, and for the true welfare of the Quezonians of which he is one. We were deeply impressed by his conversations and resolute actions for he was grateful to our visit and made us feel at home.

"..... IT IS BOUND TO BE QUEZON CITY BEAUTIFUL

Mr. Ikeuchi Kenjiro shunned making himself the subject of our conversation. But we were able to extract out from him the following information: He first set foot in the Philippine soil in 1933. During these years until April, 1940, he lived in Manila. Then seeing the beautiful Quezon City he moved here. Until then he lives peacefully in a two-story building which he owns. He said that there are still few slums in Brixton Hills, that part of Quezon City, which breeds mosquitoes. And, if it is someway a material thing to hint, he suggested that these slums should be covered to exterminate the pests at night. However, Mr. Kenjiro has made up his mind, regardless of circumstances, to reside in that part of the city, as, anyway, it is bound to be "Quezon City Beautiful," he jokingly said. Mr. Ikeuchi Kenjiro is the Manager of the Kobe Marine and Land Products.

—o—

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NALITIES



Mr. L. B. BRAMBLE
Manager, Provincial Sales Department,
H. E. Heacock Company

HE JOINED THE HANDS OF THE UNITED

"The Quezon City, however binded or described, is still our home city which we cherish... to be defended by all our hands." That's how Mr. L. B. Bramble expressed himself when we demanded of his feelings about the new city. And he continued, "In my fancy, the proper means for increasing the patriotism we have for our city is to reside therein as long as permissible." No doubt, this attitude of Mr. Bramble is warranted by the fact that he owns the magnificent house and the spacious lot wherein he and his family now lives. He came to the Philippines ten years ago to live in Manila but in October, 1940, upon the charter of the Quezon City, he moved to the latter because he thought that there is a desirable place to make his permanent home. Mr. Bramble was, indeed, truly generouse, pliant, and courteous in his conversation with us. This is because he thought, perhaps, that he was confronted by his fellowmen in Quezon City, who needed his encouragement on the project we have nobly edited. We need more of his kind in Quezon City to join the hands of the united Quezonians. When all of Mr. Bramble's spirit have come, Quezon City will assume the stage of the "grandeur that was Rome and the glory that was Greece."

HE IS ANOTHER BUILDER IN QUEZON CITY

He is another assets in the progress of Quezon City —this energetic and agile Quezonian, Mr. T. Kawata. As a contractor and builder, he has already contributed three constructions in this city which include his beautiful residence along Pulog Street. Mr. Kawata has lived in the Philippines for 25 years now and his manners and styles are almost filipinized. He could easily be understood by the Filipinos which is a factor that will be conducive for his service to the home-builders of Quezon City. As for himself, he has thought of building his house here because he thinks that there is peace among the neighborhood that his new dwelling will add to the increasing progress of the new metropolis. Although he is captivated with many jobs in Manila, he prefers to accept contracts in the Quezon City where the memory of his works will remain living with him and his family. Mr. Kawata is undoubtedly a very good fellowman for his gracefulness to our interview.

—o—



Mr. T. KAWATA
Contractor & Builder

SOME QUEZ



Mr. SY KEE
Proprictor, Chi Seng Candle Factory

HERE IS WHERE HE BELONGS

"There can be no afinity nearer than our city," said Sy Kee, Proprietor of Chi Seng Candle Factory. He has a high regard for our new city. His pride, he holds, is connected with some of the noblest feelings in his nature For now that he lives in the Quezon City, there is where he belongs, and hence, his spirit of patriotism. He owns a big residence along Baco Street, bautifully painted and adorned with a garden of flowers. The condition of his life in the city, according to him, may be made healthy, so far as his physical constitution is concerned. And everything around him seems comfortable. One thing, however, which Mr. Sy suggested is the watering of the streets and providing lights on every considerable distance.

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"MY GENEROSITY IS A DUTY," SAID MR. I. TSUTSUMI

Hoping that the Quezon City will be even greater than Manila in the near future, Mr. I. Tsutsumi contemplated to live here. He expresses his views that Quezon City will be the capital of the Philippines, compared with Washington of the United States. He feels comfortable in the new city and, until circumstances shall not miscarry, he intends to reside here forever. He has no reason to desert his residence as every environment is favorable to him. His neighbors are very kind to him, and he was never antagonized by anybody. This is attributed to the fact that he, too, is friendly and always cooperates with any reasonable demand. Like many residents in Quezon City, his true generosity for his fellowmen and the city is a duty as indispensably necessary imposed on us by law.



Mr. I. ISUTSUMI
Manager, S. Nañeshima

...ALITIES



Mr. SEVERINO TENMATAY

Attorney at Law and
Private Surveyor

...e has done a great many participations in the ...nt of a progressive district. As a surveyor, he ...e had many efforts in the subdivisions of the ...n City. As a lawyer, he has already defend... ...many afflicted Quezonians. The qualification ...this quezonality is a mixture of good mitigation ...t serve the interest of this city and its people. ...n account of others' attribution, we comprehend ...e suitability of Atty. Severino Tenmatay of ...Francisco del Monte. He has lived with us for ...al years now. Being with us that innate feel... ...of assistance for his fellow Quezonians runs ...gh his veins. There is always an especial at... ...that he gives to the people of this city. Atty. ...ay also contributes to the pictures of the new ...is through the existence of his superb resi... ...along Roosevelt Road. The recent gradua... ...his daughter in Medicine is another help to ...erity in this country.

COMPLIMENTS OF
C. MORI
Proprietor
NANPRO STORE
Dealer & Importer of Tea
450 Dasmariñas Manila

A TOUCH OF QUEZONIAN HUMOR

Tourist: "I've come here for the winter."
Quezonian: "Well, you've come to the wrong place, Mister. There's no winter here."

"The Quezon City is just a year and a half old."
"Quit kidding: This is 1941 now."

"When I came to the Philippines, I docked at Quezon City."
"Why, there are no piers in that City."
"What? No wonder, it took me a hard time to find the new Exposition ground."

"I made two trips from the city of Dansalan to Quezon City and didn't even have time to take a bath."
"You dirty double-crosser!"

"Why do you like to be in Quezon City?"
"So that I'll be a Quezonian in truth. I'm a follower of President Quezon."

A woman was seen in Galas who is so cross-eyed that when she cries the tears from her right eye fall on her left check.

"My boy friend is always picking up women."
"Fickle, eh?"
"No, he's an Acro taxicab driver."

A Quezon City cop overtook a speeding lady along España Extension. When the cop stopped her car, he asked, "Say, young lady, do you know anything about the traffic laws?"
"Why, yes! If there's anything you want to know, see me later. Goodbye!"

Once upon a time, this happened from a doctor of medicine in Quezon City. Wishing to suggest the evils of alcohol, he decided to give a practical demonstration. He took to a group of listeners two worms, a glass of water and another glass containing a small amount of whiskey. Into the water, he placed one worm which swam around apparently in the best of health. But the worm which he put into the whiskey almost immediately died. "Now, my friends," he asked triumphantly, "what does this teaches us?"
A man behind answered, "it teaches us that anyone who drinks alcohol will never have worms."

A customer of the Del Monte Service Station at San Francisco del Monte bought gallons of gas. He asked, "how far do you get on a gallon?"
"It all depends on what's in the gallon, Sir," answered the gas seller.

FEATURING SOME O

MR. FERNANDO M. CHAN, M.M.D.

Still young, Dr. Chan has an open field for a bright future. For the present he is connected with many establishments as Physician, like the Anglo Chinese School, International Oil Factory, B. M. Lauritsen and others. Born in San Fernando, La Union, his parents are Mr. Lucino Chantangco and Mrs. Bartola Maglaya. He began his early education in the Anglo Chinese School of Manila, later shifted to the La Union High School where he graduated in 1928. Returning to Manila, he enrolled in the University of Santo Tomas. In 1935, he finished medicine, passed the board in that same year and then became extern in the Philippine General Hospital and the Maternity Children's Hospital. He was called to the Bilibid Hospital later and served there from 1936-37. Besides his present connections, he is a private practitioneer with clinic in 205 Soler, Manila, and a Director of the Quezon City Publishing House.

—o—

Mr. FIDEL FELIPE, M.E., E.E.

A modrest young man—that is Mr. Fidel Felipe. His early education was attained in San Juan de Letran up to his high school when he graduated as Valedictorian. He enrolled in the University of the Philippines afterwards to take up Mechanical Engineering. He attained his M. E. degree in 1936 and later extended it to Electrical Engineering which he obtained in 1937. After undergoing training in many different offices, he was finally appointed as Electrical Engineer in the National Power Corporation, a position he holds to the present. Mr. Felipe has still an aim to further his studies as, although it seems sufficient to hold his two degrees, he considers himself not yet ripe in his goal.

—o—

MISS ROSALINE IRWIN. B.S.Ph., B.S.I.E.

This cute and learned professional in Miss Rosaline Irwin, daughter of Mr. & Mrs. Willburn Irwin. She was carefully carried up in the Instituto de Mujeres from her kindergarten lessons to her high school education. After graduating her high school, she enrolled in the University of Santo Tomas wherein she attained the degree of Bachelor of Science in Pharmacy in 1939. She passed the board in that same year. She later enrolled in the Adamson School of Industrial Chemistry and Engineering where she obtained the degree of Bachelor of Science in Industrial Engineering in two years, having been credited for her chemistry in connection with her course in Pharmacy. Miss Irwin is also credited with her writing ability being a contributor to newspapers and magazines. Presently, she is the Pharmacist of the Botica Bros at Rizal Avenue, Manila.

—o—

MR. GEORGE ISHIBASHI, B.S.B.A.

A youthful ambitious student, Mr. George Ishibashi is still continuing his undertaking for another degree in Engineering which he expects to attain in 1942 from the Mapua Institute of Technology. Mr. Ishibashi was born in Zamboanga from Japanese parents but a neutralized citizen of this country. He began his early education in the San Sebastian Elementary School and later transferred for his intermediate course in the University of Manila. He shifted to the U. P. High School where he also pursued his degree in Bachelor of Science in Business Administration in 1937. Presently, he is the Accountant of the Meiji Seika Kaisha and of his father's businesses in Manila and Quezon City.

—o—

Mrs. Pelagia G. Lacsamana

A woman of extensive travel, Mrs. Pelagia Lacsamana has acquired a wide experience in her line of midwifery. Born in Ronda, Cebu, she obtained her early education in her hometown. She pursued her course in the School of Midwifery of Cebu, Cebu, after which she was assigned in Ronda Puericulture Center, Naga, Cebu. She later obtained a position in Cagayan Puericulture Center, Oriental Misamis, which she maintained for 4 years. Then she practised privately in Iligan and Dansalan, Lanao, and in the province of Negros Occidental until she came to Manila to continue such practice. Presently she lives in Kamuning District of this City with her husband, Mr. Proceso Lacsamana of the Bureau of Post, Manila.

—o—

MISS LUMINADA PERALTA, B.S.Ph.

She could hardly say much about hereself when she was interviewed. The beauty in her face speaks out the modesty and humility of her mind. But someway, she fascinated her interviewers with ten-fold power like an armed magnet that influenced them dig hard for her revelations. Born in La Loma, she is a native Quezoniana. She graduated her course in Pharmacy from the University of Santo Tomas in 1939 and passed the board in that same year. From that year on she became the Pharmacist of the Quebral Laboratory. She has still an inclination to pursue a course in education to realize her ambition to become one of the educators of our country.

OUR PROFESSIONALS

Miss Lourdes María Reyes, D.M.D.

With a position too premature for her age, Dr. Lourdes Maria Reyes holds the distinction of being appointed as the City Dentist of Quezon City. Undoubtedly, she deserves the merit, as once a brilliant student and an honored graduate of her course. Dr. Reyes was born in San Juan de Dios Hospital, Manila. She is the third daughter of Mr. Faustino Reyes of San Roque, Cavite, and Mrs. Fortunata Marcelo de Reyes of Manila. Her early education was attained in Justo Lukban Elementary School of Paco where she came out as salutatorian. She undertook only three years in the High School and emerged valedictorian in the Philippine Women's University. Finally she enrolled in the Educational Institute of the Philippine Islands where she graduated as *Cum Laude*, the highest honor in the E.I. P.I. In 1938 she passed the board for dentistry and ranked fourth place without any backing from her Alma-Mater. Then she practised privately until the later part of 1940 when she was appointed City Dentist of Quezon City.

—o—

Mr. Arturo B. Soriano, LL.B.

Born in the Mary Johnston Hospital in Manila, Atty. Arturo B. Soriano is the third son of Mr. Lauro Soriano, a retired Justice of the Peace of San Carlos, Pangasinan, and Mrs. Eulalia Benitez (deceased). He graduated from the Pangasinan Academic High School in 1928, then enrolled in the University of the Philippines, College of Liberal Arts. He finished his law course in 1934 and passed the bar in that year, after which he engaged in private practice in San Carlos, Pangasinan. He became a Municipal Councilor for a time before he obtained a position as Attorney for the Philippine Sugar Administration in 1939 which he holds to this day.

—o—

DR. JACINTO TRINIDAD, D.D.S.

A product of the known Philippine Dental College, Dr. Trinidad is also known in his field of practice. This is warranted by the many engagements he has with his patients either in his office in San Francisco del Monte, Quezon City, or at 546 Azcarraga, Manila. Born in Meycawayan, Bulacan, he is the son of Mr. Timoteo Trinidad and Mrs. Apolonia Esperra. He began schooling in his hometown. He pursued his high school course in the National University and later attained the degree of Doctor of Dental Surgery in 1932. He passed the board in that same year after which he engaged in his private practice up to the present.

—o—

Mrs. Carmen Vitan

Always charming and amiable, Mrs. Carmen Vitan captivates any stranger. This quality has a very great influence in her profession—Midwifery. What with her brilliant record as a student of that course before! Although born in Caridad, Cavite, she graduated her high school in Occidental Negros High School. She took midwifery in that province which she graduated as valedictorian. Added to this honor was when she ranked second place in the Civil Service Examination given for midwifery. During her practice, Mrs. Vitan was connected with several centers and sanitary divisions in the provinces where her husband travelled as Assistant Public Lands Inspector of the Bureau of Lands at the time. Later she came to Manila and finally to Quezon City where she is now known for her success in her profession.

—o—

Mr. Jose Vitan, B.S.C.

With his previous education attained at Caridad, Cavite, his hometown, Mr. Jose Vitan enrolled in the Torres High School of Manila where he graduated in 1931. Upon his graduation from the High School, he obtained a job as Assistant Public Lands Inspector in the Bureau of Lands, a position he held from 1931 to 1937 in the provinces. Because he was ambitious, he came to Manila to enroll in the Jose Rizal College. In March of 1940, he obtained the degree of Bachelor of Commercial Science which vouchsafed him to a position in the Bureau of Internal Revenue, his present occupation.

—o—

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—o—

HALILI TRANSIT COMPANY

90,000 square meters of land is now occupied by the Halili Enterprises which include garages, playground and apartments. Established in this city since 1927, the Halili Transportation facilities are equipped to the present with 204 buses and taxis operating in the Quezon City, Manila and as far as the town of Laoag, Ilocos Norte. With 700 workers the total expenditures for their payroll is P25,000.00 monthly, which item is one of the biggest to relieve unemployment in the Philippines. So far, the Halili Transportation Company is the biggest in Quezon City, and ranks among the others in the entire archipelago.

—o—

I. A. MARQUEZ & COMPANY

This Company was established three years ago in Quezon City. It is a noble enterprise for the new city in its premature stage. So far they have already contributed to Quezon City in bloom through the twenty big buildings which they have constructed inside the new metropolis. Such accomplishments, being in their modern construction are adorning our city and adding to the magnificence of our locality. If and when you desire to build your home in Quezon City to your satisfaction, we feel that the I. A. Marquez & Company can serve you upon your call. They can be reached by Telephone 6-79-59 at No. 1 Mayon Street, this city.

THE KAMUNING BAKERY

Stationed in that progressive district of Kamuning is the Kamuning Bakery owned by Mr. Miguel Bonifacio of Manila and managed hospitably by Mr. Ambrosio Ison. The whole district is supplied by this Bakery and even the neighborhood. With its clean surroundings and its sanitary utilities, we can rest assure that whatever cake or bread from the Kamuning Bakery is clean. All kinds of cakes and bread are baked here. Even canned goods and drinks are stocked in its store. Being fully capable to cover even the whole of Quezon City, we suggest that before going to another Bakery, try the Kamuning Bakery at 70 K-C Street, Kamuning District, Quezon City.

—o—

THE LA CAMPANA

The biggest factory ever in the Philippines for the manufacture of soap and "gaugau" is the La Campana, stationed at Galas Quezon City. This factory is supplying the whole Philippines with its products. It is maintaining a job for 100 laborers, men and women, from the Quezon City, which aides in providing employment to the residents. Under the able management of Mr. Tan Tong, La Campana can cope with the big demand for these products throughout the entire Islands. We do not need to recommend this factory because it is known by the quality of its products. This remains to be proven if you will try them, or call up its Telephone 6-71-92.

—o—

MALAYAN AERATED WATER FACTORY

Here is a supply of soft drinks which can furnish not only Quezon City but also Manila and the neighboring provinces. Being the only factory which set foot in our home city we, Quezonians, have all the reason to patronize the Malayan Aerated Water Factory. This is the spirit of cherishing our own. Orange, Sarsaparilla, Lemonade, Cream Soda, Soda Water, Strawberry, Special Orange and all kinds of aerated drinks are manufactured in this factory. Address: Mayon Street, Quezon City, Tel. 6-61-17.

—o—

MANILA KAPOK FACTORY

The Quezon City is fortunate to have within its scope the only reliable and biggest kapok factory in the Philippines. This is the Manila Kapok Factory owned and managed by Mr. Vicente Uy Teck, a young Chinese merchant. The supplies in this factory comes from Cebu, Oriental Negros and Pangasinan. These supplies are refined and distributed

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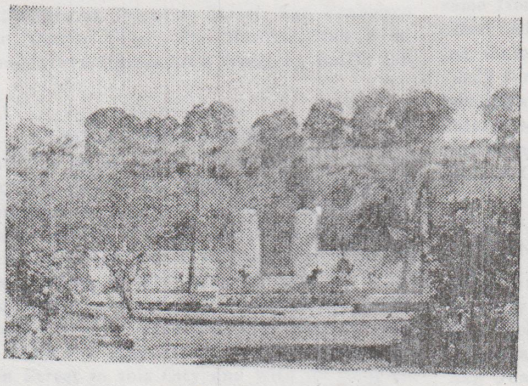

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Quezon City

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from the factory at Tolentino Street, San Francisco del Monte, Quezon City. The Manila office is at 401 Elcano, where transactions from the public can be made.

—o—

MILA'S DRY GOODS

The only dry goods along Mayon Street or in that section of this city is the Mila's Dry Goods which has a complete stock of silk, cotton, organdi, opal, voiles, lace, paplin, flannel, shark skin, shirting, etc., preferrable for men's suitings and women's garments. Owned by Mrs. Milagros Araullo, it has its central office in 623-25 and 27, Evangelista, Manila. Another branch is found at 1125 Rizal Avenue, Manila. With the existence of this dry goods store at Mayon Street in this City and with its complete stocks, the residents save their effort and time in going to Manila to shop. It is our pride, somehow, to patronize the concern in our home city. We have more reason to patronize the Mila's Dry Goods as Mrs. Araullo is a friend and a civic-spirited Quezoniana.

—o—

MORI BYCICLE SHOP

The only bycicle producer in Quezon City is the Mori Bycicle Shop. Under the initiative of the owner, Mr. T. Mori and the effort of the manager, Mr. Shogo Uno, the shop is turning out 50 bycicles a day. Some of these bycicles are either locally made or imported from Japan. Mr. Mori seems not warned of the war because he does not intend to move from this country but decides not to cut the 4 years existence of his shop in Quezon City. Being the only shop here, we invite the patronage of the Quezonians. Address: España Extension, Quezon City, Tel. 6-85-03.

—o—

QUEZON CITY SWIMMING POOL

Situated among the picturesque greens of San Francisco del Monte is the Quezon City Swimming Pool. With an area of 250 square meters and a spacious surrounding with playground and other conveniences, it is very ideal for excursions, picnics, parties and social rendezvous. The swimming pool is supplied with natural spring water, changed once a week making swimming healthful and profitable. Unsurpassed in natural attractions and built along modern lines, this pool becomes one of the best attractions in the Philippines. A fee of only ₱.30 is charged from each person for a day's use. Engagements are reserved from Mrs. Pilar J. de Tan, in the central office at 7 Renta, Manila, Telephone 4-90-66 or in the premises, Telephone 2-42-94 (Local 29).

—o—

SAN FRANCISCO LUMBER COMPANY

One of the biggest lumber concessions is the San Francisco Lumber Company owned and managed by Mr. Vicente Tanbunting, a prominent Chinese resident of this city. The supplies for this company come from the dense forest of the province of Zambales. All kinds of Philippine hardwoods for building materials are pieced out in this establishment ready for any order that comes in. While Mr. Tanbunting's prices are reasonable, we recommend his enterprise to our readers. Adress: Del Monte Avenue corner San Vicente, San Francisco del Monte, Quezon City, Telephone 2-42-94 (Local 2-R).

—o—

SAN JUAN HEIGHTS COMPANY, INC.

The areas East of Manila now comprising Quezon City were brought to the attention of the general public by the San Juan Heights Company. The actual areas now comprising the municipality of San Juan were almost entirely developed by that Company.

Possibilities to the East were immediately recognized and the San Juan Heights Company moved on to include "Rosario Heights" and "Cubao Heights" thus blazing the trail to the present Quezon City.

The San Juan Heights Company takes pride in its part in the achievement of a modern city carved from the hills and valleys of nature in the raw.

The San Juan Height Company was organized by Mr. Henry W. Elser in 1920. Various managers having carried on since the time until the present management vested in Mr. J. L. Myers.

Mr. Myers takes personal pride in his part in the above work—he having joined the San Juan Heights Company during its organzation in 1920 and serving in the capacity as surveyor and civil engineer in the planing laying out and construction of the streets.

The San Juan Heights Company hails Quezon City as a modern development of a modern idea.

—o—

THE TANAKA POULTRY FARM

Although this enterprise is owned by a Japanese, we are still grateful for its importance in the Quezon City. This farm is breeding almost 3,000 fowls which bear thousands of eggs in a month. Either these fowls or eggs are sold at liberal prices to general public, and particularly maintaining the residents of Quezon City and Manila. It is the biggest poultry farm here, selling out 700 eggs a day, but still can supply more than the number. The Tanaka Poultry Farm can be reached at Telephone 6-84-69. We suggest that whenever there is a need for the supply of chicken and eggs by market vendors or others who would commercialize on them, dial the telephone and orders will be delivered promptly. As there are, however, varieties of eggs and different sizes of chicken, the farm can be reached through C. Benitez Street, via N. Domingo and Central Boulevards streets, Quezon City.

—o—

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WITH COMPLIMENTS
To my fellowmen in
QUEZON CITY

Dr. Fernando M. Chan
Physician

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Office: 205 Soler, Manila, Tel. 4-76-25

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Drs. JOSE & YCO
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Optometrists
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Residence: Tel. 2-71-36, B. Pineda's Laundry, 1539-E Azcarraga

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Dr. A. G. CARILLO
Dental Surgeon
710 Azcarraga Manila
Tel. 4-62-92

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S. F. del Monte, Quezon City, Tel. 2-42-94
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Physician-Surgeon
[illegible] Floor, Margarita David Bldg.
[illegible] Rizal Ave. & Azcarraga
Manila

Dr. Alejandro Sanciangco
Physician-Surgeon
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Clinic: 1615 Azcarraga, Manila, Tel. 2-54-95
Hours: 9-12 a.m. — 4-7 p.m.

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TO THE BELOVED BULAQUEÑOS

For our return gratitude to the hospitality shown to us in this souvenir by our friends in Bulacan, we, the Board of Directors of the Quezon City Publishing House, have passed a resolution for the publication of the "BULACAN DIRECTORY". This Directory shall embrace all the activities in that province, the memories of its past achievements, the lingers of its residents, biographies, interviews, etc.

Communicate with our Editor for your participation.

QUEZON CITY PUBLISHING HOUSE
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GENERAL BUSINESS GUIDE

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ACRO TAXICAB COMPANY, Inc. —Taxis on demand—Tel. 68639, Corner N. Domingo & Valencia, Quezon City.
Manuel Gonzales, Prop. & Mgr.

ALFONSO UNGSON—JOSE R. YUSON—Contractors and Engineers—Camp Murphy, Quezon City.

— B —

BALITAWAK WOMEN'S CLUB—Balintawak, Quezon City.
Mrs. Juana Bonifacio, President

BAYANI COFFE STORE—Real coffe at moderate price—Corner Bayani & G. Tuason, Quezon City.

BELGIAN FATHERS MISSION—The Belgian Catholic Missionaries, Inc.W 14th Street, Quezon City.
Very Rev. M. De Bradandere, Provincial, Baguio
Rev. Chas. J. Beurms, Superior
Rev. J. Ansceuw, Ass. Proc.
Rev. R. Van Nieuwenhove, Asso. Proc.

BROADWAY D'ART STUDIO—Camp Murphy, Quezon City.

— C —

CALLEJO OPTICAL COMPANY—Glasses are fitted scientifically— Branch, 5 K-2nd Street, Quezon City. Central, 106 Rosario, Manila.
Mrs. Rosario J. Cellejo, Manager
Dr. J. L. Garcia, Attending Optometrist

CAMP MURPHY BAKERY—All kinds of cakes and bread— Camp Murphy, Quezon City.

CENTRAL DRY CLEANING—Efficient and reliable service. Specialty on silk, Hilo and wool—Branch 67 K-1st Street, Quezon City. Central, 552 P. Paterno, Manila.

CERVANTINA FILIPINA, INC.—Motion Picture Producers and Allied Business—P. O. Box 577, Tel. 68517, San Francisco del Monte, Quezon City.
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Domingo E. Leonor, Vice President
Jose J. de Guzman, General Manager
Alfredo C. Sese, Sec.-Treas. & Bus. Mgr.
Salvacion F. Vla le Eduque, Member

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Rev. Michael Anspach, provincial
Rev. Herman Kondring, Rector
Rev. Jose Dusemond, Vice-Rector
Rev. Ricardo Marks, Procurator

CITY FURNITURE—Household Furnitures—Banch, 98 K-2nl Street, Quezon City. Central, 1506 Rizal Avenue, Manila.
H. P. Angeles, Prop. & Mgr.
Paulino Bacud, As sistantt Manager.

COLEGIO SERAFICO—Seminary School—San Francisco del Monte, Quezon City.

COSMOPOLITAN DRUG STORE—San Fancisco del Monte, Quezon City.
Dra. Priscila Felipe, Provrietor
Miss Felipa Felipe, Pharmacist

CUBAO WOMEN'S CLUB Cubao, Quezon City.
Mrs. Rosario Moreno, President

— D —

DAPITAN LUMBER—All kinds of hard woods—Dapitan Extension, Quezon City.

DEL MONTE SERVICE STATION—Standard Vacuum Oil Company—Tel. 24294 (Local 14-J), San Francisco del Monte, Quezon City.
Gregorio V. Felipe, Proprietor
Gregorio Felive, Jr., Manager

DEL MONTE SHOE SHOP—Shoe Repairing—Del Mone Avenue, San Francisco del Monte, Quezon City.

DILIMAN FURNITURE STORE—Household Furnitures for Sale—España Extension, Quezon City

DILIMAN GROCERY & SUPPLY STORE—K. & K.-3rd Streets, Kamuning Distret, Quezon City.
Mrs. Gloria Lazatin Mejia, Proprietress

— E —

EXCELSIOR PICTURES, INC.—Motion Pictures—P. O. Box 3170, Tel. 68818, Central Boulevard Quezon City
Placido Mapa, President
Felix N. David, Vice President
Ramon Araneta, Treasurer
Angel Padilla. Direcotr
Norberto Quisumbing, Gen. Manager

— F —

FARMACIA CALALANG—G. Tuason Street, Quezon City.

FARMACIA PASAMBA—G. Tuason Street, Quezon City.

FARMACIA RUFY—G. Tuason Street,Quezon City.

FARMACIA SAN FRANCISCO DEL MONTE—Del Monte Avenue, San Francisco del Monte, Quezon City.

FELIPE'S DRUG STORE—Corner Pulog & G. Tuason, Quezon City.
Flora Felie, Partner
Felipa Felipe, Managing Pharmacist

— G —

GALAS BAR—G. Tuason, Quezon City.

GALAS HEALTH CENTER—G. Tuason, Quezon City.
Mrs. Josefa M. Ferrer, President

GALAS WOMEN'S CLUB—G. Tuason, Quezon City.
Mrs. Josefa M. Ferrer, President

— H —

HALILI TRANSIT COMPANY—Buses and taxis—Tel. 40-(446) A. Bonifacio Street, Quezon City.
Fortunato Halili, President
Benvenuto Halili, Manager

—I—

I. A. MARQUEZ N COMPANY—Builders and Contractors—Tel. 67959, 1 Mayon, Quezon City.
I. A. Marquez, Gen. Manager

—K—

KAMUNING BAKERY—All kinds of bread and cakes, drinks and canned goods—70 K-c Street, Quezon City.
Ambrosio Ison, Manager
Miguel Bonifacio, Proprietod

KAMUNING COOPERATIVE STORE—Kamuning District, Quezon City.

KAMUNING RESTAURANT—Tel. 67307, K-c Street, Kamuning District, Quezon City.
Benardo Garcia, Proprietod
Emiliana de Guevarra, Sales Manager

KUNDIMAN AERATED WATER FACTORY—Manufacturer of soft drinks—San Francisco del Monte, Quezon City.
Juanita Cruz de Santos, Proprietor
Demetrio E. Santos, Manager

KWONG LEE CHAN—Toyo Factory—Tel. 26032, 4 San Francisco Street, Quezon City.

—L—

LVN— Motion Pictures—Tel. 68853, 8 Central Boulevard, Quezon City.
Luis de Leon, President

LA CAMPANA—Gaugau & Soap—Tel. 67192, Galas, Quezon City.
Tan Tin, Manager

LA LOMA CABARET—Dancing Pavilion—A. Bonifacio Street, Quezon City.
Sy Chiuco, Proprietor

LA LOMA DAIRY FARM—Dairy Produce Dealers—Tel. 22805, 86 A. Bonifacio Street, Quezon City.
A. Perez, Prop. & Manager

LA LOMA LUMBER—Lumber Dealers—Tel. 27464, A. Bonifacio Street, Quezon City.
Dee Kee, Proprietor

LA LOMA WOMEN'S CLUB—La Loma, Quezon City.
Mrs. Juana Fabian, Pr esident

LEON DEL ROSARIO—Merchant & Distributor of Quality Button & Novelties. Corner Labo & Calamba, Quezon City.

—M—

MABUHAY STORE—Groceries—Corner N. Domingo & España, Quezon City.
Juanito Lim, Proprietor

MAGDALENA STATE, INC.—New Manila, Quezon City.
K. H. Hemady, Gen. Manager

MALAYAN AERATED WATER FACTORY—Dealers of soft Drinks—Tel. 66117, Mayon Street, Quezon City.
Mr. Lee, Manager

MANILA KAPOK FACTORY—Cotton Dealers—Tel. 24294, (Local 18-R), Tolentino Street, Quezon City.
Vicente Uy Teck, Manager

MANILA KNITTING WORKS—Tel. 68524, Corner Gilmore and Valencia, Quezon City.

MARIA LUISA'S BAKERY—Bkers and Dealers of bread—Cubao District, Quezon City.

MARIANO LIM STORE—Groceries—Corner N. Domingo and Rosario Drive.

MORI BYCICLE FACTORY—Manufacturer's and Dealers of special made bycicles—Tel. 68503, España Extension, Quezon City.
T. Mori General Manager

—N—

NEPA BARBER SHOP—14-B K-C Street, Kamuning District, Quezon City.
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NEW MANILA GROCERY—Corner N. Domingo and Valencia Street, Quezon City.

NEW MANILA SERVICE STATION—Gasoline, oil, etc.—Tel. 68602, España Extension & Victoria, Quezon City.

—O—

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—P—

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S. Lauwers, Treasurer
C. M. Manapat, Secretary

—Q—

QUEZON CITY CEMENT PRODUCTS—Manufacturers of Spanish Tiles, bricks, etc.—Galas, Quezon City.
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Hermencita Vasquez, Manager

QUEZON CITY DRUG STORE—Tel. 66233, K-C & K-2nd Street, Quezon City.

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— S —

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Abelardo, Richard — Proprietor, Abelardo Scenic Studio. Residence: 28 East Riverside, San Francisco del Monte, Quezon City.

Abeleda, Fidel V.—Central Garage, Bureau of Public Works. Residence: 42 K-2nd Street, Quezon City.

Abinoja, Rosendo—Bureau of Post. Residence: 43 K-47 Street Quezon City.

Abueg Osmundo—Residence: Rosario Drive & Acasia, Quezon City.

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Afable, Mrs. Jacinta—Member, La Loma Women's Club. Residence: La Loma, Quezon City.

Afable, Hon. Valentin S.—Assemblyman for Zambales; Dean Afable College of Medicine; Director, Manila Heights Hospital. Residence: N. Domingo, Quezon City.

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Agoncillo, Artemio — Residence: 82 K-3rd Street, Quezon City.

Agudo, Jose — Residence: 8 Broadway, Quezon City.

Aguilar, Hon. Faustino — Technical Adviser on Labor Matters, Office of the President of the Philippines; Barrio Lieutenant, Quezon City. Residence: San Francisco del Monte, Quezon City.

Alcantara, M. Concepcion — Director, Diliman Women's Club. Residence: Diliman, Quezon City.

Alcantara, Lorenzo C. — Bureau of Education. Residence: 24 K-4th Street, Quezon City.

Alcaraz, Mrs. Ines — Director, La Loma Women's Club. Residence: La Loma, Quezon City.

Alcuaz, Manuel — Second vice President & Secretary, Gregorio Araneta, Incorporated; Engineer, Santa Mesa Heights. Residence: 1158 Santol, Quezon City.

Aldaba, Amado V. — Assistant Treasurer, Quezon City. Residence: C/o Quezon City Hall.

Aldea, Pedro — Deputy Clerk of Court, Court of First Instance, Quezon City. Residence: C/o Same.

Alice, Sister Ma. — Assistant Directress, St. Joseph's Academy. Residence: Same.

Alimurung, Mrs. Ines Vda. de — Residence: Apo, Quezon City.

Alvarado, Virginia — Residence: 2069 Santol, Quezon City.

Alvero, Jesus S.—Residence: España Extension, Quezon City.

Amador, Hon. Amado P. — Judge, City Court of First Instance, Quezon City. Residence: 28 Sampaloc Avenue, Quezon City.

Amador, Mrs. Enriqueta — Director Diliman Women's Club. Residence: Diliman, Quezon City.

Amador, Mrs. Nenita — Treasurer, Diliman Women's Club. Residence: Diliman, Quezon City.

Amohoy, Protacio — Residence: 23 Canlaon, Quezon City.

Ancog, Mrs. Cristeta — Vice President San Francisco Women's Club. Residence: San Francisco del Monte, Quezon City.

Andal Rodolfo P. — Residence: 98 K-2nd Stret, Quezon City.

Ando Y. — Residence: 1153 Santol, Quezon City.

Andrews, Lt. E. D. — Residence: Central Boulevard, Quezon City.

Angeles, H. P. — Proprietor & Manager, City Furniture. Residence: 98 K-2nd Street, Quezon City.

Anido, Ruperto, Sr. — Residence: 18 Mango Road, Quezon City.

Añorga, Miguel — Residence: 217 N. Domingo, Quezon City.

Antiporda, Jose P. — Residence: 127 K-2nd Street, Quezon City.

Aoyagi, Siro — Manager, Meiji Seika Kaisha, Ltd. Residence: 40 8th Street, Quezon City.

Apostol, Pedro — Manager, Nepa Barber Shop. Residence: 14-B K-C Street, Quezon City.

Aquino, Mrs. Aurora A. — Director, Asociacion de Damas de Filipinas. Residence. 86 Broadway, Quezon City.

Aranas, Mrs. Emilia — Director Diliman Women's Club. Residence: Diliman, Quezon City.

Araneta, Salvador — Partner, Araneta, Zaragoza, Araneta & Bautista; Vice President, Hacienda Carmelita, Inc.; Vice President & Legal Counsel, Union Management Company; and Santa Rosa Mining Company; Vice President, Iloilo Negros Air Express Company, Inc.; Member, Board of Directors, Ceramic Industries of the Philippines; Director, Chamber of Commerce of the Philippine Islands. Residence: Wack Wack Road & Pasig Boulevard, Quezon City.

Arceo, Jose — Residence: 90 K-3rd Street, Quezon City.

Arego, Lourdes — Residence: Angela's Apartments, Quezon City.

Arenas, Felipe — Physician Chief, Division of Administration, Bureau of Health. Residence: Sierra Madre, Quezon City.

Arguelles, Tomas — Architect, Arguelles & Ocampo; President, Philippine Tannery Company, Inc.; Member, Board of Tax Appeals; Director, Asociacion de Proprietarios de Manila. Residence: 28 Brixton Hill, Quezon City.

Arrieta, Miss Milagros — Member, La Loma Women's Club. Residence: La Loma, Quezon City.

Arrogante, Roque M. — Bureau of Post. Residence: 4-K-2nd Street, Quezon City.

Asis, Antonio de — Residence: 7 Canlaon, Quezon City.

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Moreno, Mrs. Rosario—President, Cubao Women's Club. Residence: Quezon City.

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Mueller, Eugene—Kuenzle & Streiff, Inc. Residence: 1 Hillcrest Subdivision, Quezon City.

Myers, Howard F.—Vice President & Treasurer, Luzon Brokerage Company, Inc.; Director, P. I. Mining Machinery and Electrical Supply Company, Inc.; Director, Southwestern Engineering Company of the P. I., Inc. Residence: 10 1st Street, Quezon City.

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— N —

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Neyra, Encarnacion—Residence: 6 Valencia, Quezon City.

— O —

Olega, Jose A.—Bureau of Science. Residence: 7 K-2nd Street, Quezon City.

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—P—

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—R—

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—S—

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Sy, Kee J. R.—Proprieto, Fabrica de Candela. Residence: Baco, Quezon City.

— T —

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Talusan, Virgilio — Department of Public Works. Residence: 17 K-4th Street, Quezon City.

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Tolentino, Emilio—Residence: N. Domingo & Boston, Quezon City.

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Tuason, Celso—Director, National Sporting Center, Inc.; Sales Manager, United Dairies, Inc. Residence: 1160-A Santol, Quezon City.

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Umali, Mercedes—Residence: 8 K-1st Street, Quezon City.

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— V —

Valdez, Alfredo—Filipino Retail Store. Residence: Corner K-C & K-4th Street, Quezon City.

Valdez, Manuel—Residence: Camp Murphy, Quezon City.

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Vasquez, Miss Hermencita—Sales Manager, Quezon City Cement Products. Residence: Mayon, Quezon City.

Velasco, Nicasio—Residence: Nevada, Quezon City.

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Vicencio, Ramon — Residence: 13 Bayani, Quezon City.

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zon City.

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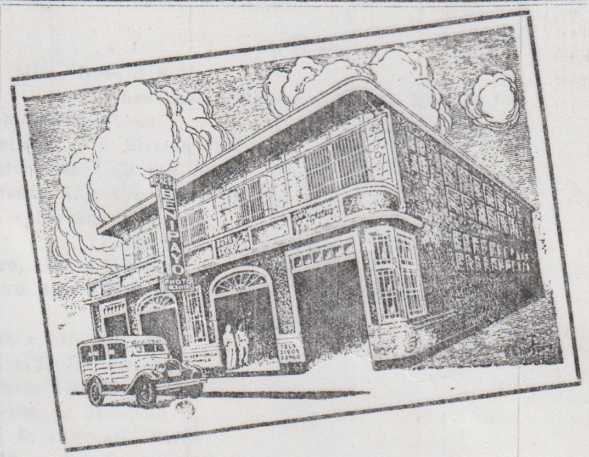

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We appeal to your sense of cooperation to please furnish us your official and social status to help us perfect this section in our next issue of this Yearbook.

QUEZON CITY TELEPHONE DIRECTORY

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Abueg, Osmundo, r Rosario Drive & Acasia 6-86-59
Acro Taxicab Co. Inc, N Domingo & Valencia 6-86-39
Afable Valentin S, r N Domingo 6-84-55
Agudo Jose, r 8 Broadway 6-88-95
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Alimurung Ines Vda. de, r Apo 6-76-21
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Alvero Jesus S, r España Extension 6-61-16
Amado Amado, r 28 Sampaloc Ave 6-78-37
Amomoy Protacio, r 23 Canlaon 6-62-51
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Aoyagi Siro, r 40 8th Street 6-89-74
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Araque Felix B, r 1065 Santol Int 1 6-72-21
Arego Lourdes, r Angela Apartments 6-62-48
Arenas Felipe, r Sierra Madre 6-74-08
Arguellas Tomas, r 28 Brixton Hill 6-75-07
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Atadero Salvador P, r 7 Central Boulevard 6-81-53
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—B—

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Barcal Roy M, r 14th Street 6-88-14
Barcelon Emiterio, r 4 Brixton Hill 6-72-86
Barranta Saturnino, r 39 6th Street 6-83-19
Barretto Lorenzo A, r Cristobal Road 6-87-05
Basco M R, r Porvenir S F M 2-42-94
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Bastida Pedro, Office Batanes 6-77-59
Bautista Pedro B, r San Antonio S F M 2-42-94
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Bayan Sergio, r 115 Canlaon 6-79-88
Belden H J, r 24 7th Street 6-87-28
Belgian Fathers, 14th Street 6-88-36
Benitez Conrado, r Mariposa 6-83-01
Bennett Roy C, r Rosario Drive 6-83-85
Bereciarte MZ, r 100 Roosevelt Rd 2-42-94
(When operator answers ask for local 32-J)
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Bisda Arsenio, r 16 Iba 2-83-53
Bond J F, r Demetrio Tuason 6-61-07
Bowen F A publishing, Sierra Madre 6-62-17
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Brunk W S, r Bongavilla & Hibiscus Road 6-88-57
Buck Hammond H, r San Francisco del Monte 2-42-94
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Buencamino Victor, 426 Brixton Hill 6-76-05
Burgos Natividad X, r Central Boulevard 6-82-45

—C—

Cabotaje Felisberto, r Arayat 6-62-34
Caedo Esteban, r Ilang-Ilang & Valley Road 6-82-24
Calleja Soledad, r Nevada & España Extension 6-86-48
Carrero Juan, r 45 Gilmore Avenue 6-87-45
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Castelo Oscar, r España Etxension & New York 6-81-36
Cantillo Juan del, 46 Valencia 6-84-11
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Chuidian Juan T, r 1162 Santol 6-70-90
Co Bi, r 20 S F M Avenue 2-42-94
(When operator answers ask for local 29-J)
Commercial Credit Inf Bureau, Sierra Madre 6-62-17
Convento de S F del Monte, S F M 2-42-94
(When operator answers ask for local 24)
Corpe William John, r N Domingo 6-87-80
Cortez Bartolome, r 42A Bonifacio Int 2 2-95-78
Cruz Juana de la, r Walang Bula Dial 40 and operator for Cal-1-20
Cruel Gaudioso, r Canlaon 6-62-70
Cuadrado Juan, r Sierra Madre 6-74-08

—D—

D'Allancour Jean Jacques, r 21 Brixton Hill 6-61-44
Dapitan Lumber, Dapitan Extension 6-77-54
David Felix N, Sierra Madre 6-70-73
Davis Earl, r 45 8th Street 6-83-39
Delgado Felisa C. Mrs, r 10 Lawson Add Hill 2-42-94
(When operator answers ask for local 22-J)
Dios Servillano V de, r 7 A Bonifacio 2-74-51

—E—

Egea Alfredo, r Nevada 6-81-60
Elviña Encarnacion A D Mrs, Riverside & Kentucky 2-42-94
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Excelsior Pictures Inc, Central Boulevard 6-88-18

—F—

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Faustino Lazaro, r 19 La Loma 2-76-59
Felipe Gregorio V, office Del Monte Avenue S F M 2-42-94
(When operator answers ask for local 14-J)
Fernandez Felipe, r Valencia & Castilla 6-89-69
Fernandez Salvador M, r Arayat & M Clara 6-70-33
Fernandez Valentina, r 27 Mariveles 6-73-24

Fernando B Capt, r España Extension 6-62-59
Ford E B, r 7 Hillcrest Sub-Div. 6-81-02
Francisco L J, r Balete Drive 6-86-71
Frieder Alexander, r 44 Brixton Hill 6-76-25
Frieder Herbert S, r 44 Brixton Hill 6-76-25
Frieder P S, r 44 Brixton Hill 6-76-25
Fukuoka Y, r 22 Broadway 6-88-54

—G—

Gabriel Antonio, r España Ext. & 3rd St. 6-81-15
Garcia Gervacio H, r Lantana & Mango Road 2-42-94
(When operator answers ask for local 21-J)
Gardiner C A, r España Extension.....
Gayungo I, r Arayat & Florentino 6-82-89
Gebhart Charles F, r 8 Brixton Hill 6-73-54
George J, r 50 Brixton Hill 6-75-23
Go Khe Chin, r Baco 6-76-64
Go Quiolay G C, r 17 Brixton Hill 6-71-64
Go Sing Goe Himonos, Cont & Build 3rd Street 6-71-16
Goldman Edmund, r 4 Hillcrest Sub-Div. 6-82-11
Gonzales A F, r 14th Street 6-88-19
Gracia Manuel de, r Virginia & New York 6-86-51
Grimalt Andres Jr, r 3rd Street 6-81-32
Guerrero Rafael Jr, 15 de Leon 6-81-93
Guevara Sulpicio, r Kitanlaad 6-85-74
Gutierrez C T de, r C Benitez 6-77-03
Gutierrez Eusebio, r 2 Gilmore 6-83-79
Guttridge A S, r 36 Valencia 6-84-28
..... 6-87-62

—H—

Hagedorn F C, r 13th Street .....
Halili Transit, A Bonifacio (Dial 40 and ask operator for 6-87-02
Heidenreich Arthur T, r Lantana Road ..... Call 1-4-46
Hemady K H, r 20 Broadway 6-81-82
Hernando Pedro S Lt, r East Road 6-87-25
Hilario Ceferino, r Mayon 6-84-63
Hilario Ruben, r Mayon 6-61-01
Hocson Beatriz de, r 30 Kitchener Add Hills 6-62-01
..... 6-88-65

—I—

Ikeuchi Kenjiro, r 39 Brixton Hill .....
Iler Max, r 21 Brixton Hill 6-62-13
Ipekdjian Adolphe, r 25 Gilmore Ave 6-61-40
Ishibashi C, r 17 Canlaon 6-87-06
..... 6-78-98

—J—

Janairo MS Maj, r Broadway .....
Javier Carlos A, r Halcon & Simon 6-87-43
Jeeves Richard, r Boston 6-62-21
Joscon Francisca Vda de, r Sta. Mesa Heights 6-82-78
..... 6-62-19

—K—

Kamuning Restaurant, K-C & 2nd St. .....
Kawahara H, r 16 Brixton Hill 6-73-07
Kawata T, cont & Builder Pulog 6-74-64
Keller Albert, r 14 Broadway 6-70-13
Kessels H C, r 47 Gilmore Avenue 6-83-65
Kessler H, r 14 Broadway 6-87-32
Kitajima S, r 13th Street 6-83-65
Kluge Ema, r 14th Street 6-85-81
Kodama S, r Victoria & 13th Street 6-89-92
Kok Lourdes M, r 10 Sto. Tomas 6-88-92
Kosugi T, r 1 Broadway 6-70-44
Kraus Kermit, r 3 1st St. 6-82-04
Kui Hoa San, r 2 Hillcrest 6-82-91
..... 6-34-60

Kuyendall J R, r Mango Roas S F M 2-42-94
(When operator answers ask for local 8-J)
Kwong Lee Chan Toyo, 4 San Francisco Road 2-60-32

—L—

L V N Motion Pictures Inc Studio, Central Boulevard 6-88-53
La Campana Gaugau & Soap, Galas 6-71-92
La Loma Catholic Cemetery, office La Loma 2-43-52
La Loma Dairy Farm, 86 A Bonifacio 2-28-05
La Loma Lumber Company, A Bonifacio 2-74-64
Lacsama Prospero, r Mayon 6-62-01
Landahl Arthur, r 13th Street 6-87-02
Larkin W W Mrs, r Mariquina Road 6-88-41
Lauffer Willy, r San Francisco del Monte 2-42-94
(When operator answers ask for local 17-R)
Leon Luis de, r 43 Broadway 6-88-88
Leon Manuel de, r 43 Broadway 6-88-88
Leon Narcisa B Vda de, r 43 Broadway 6-88-88
6-87-21
Leon Sabino de, r Boston & N Domingo 6-89-92
Lerma Carlos, r 97 Roosevelt Road S F M 2-42-94
(When operator answers ask for local 17-J)
Lerma Maria L Vda de, r 51 Broadway 6-83-49
Lewin Ted, r 3 Hillcrest 6-88-60
Leyden Elena Mrs, r Banahaw Road 6-84-66
Lile R L, r San Francisco del Monte 2-42-94
(When operator answers ask for local 15)
Limgenco Paul V, r 32 6th Street 6-82-50
Lopez Vito Jose Justice, r 28 Broadway 6-85-20
Losa Engracio, r España Extension 6-83-10
Louis George H, r Kentucky & Navarette S F M 2-42-94
(When operator answers ask for local 30-J)
Lucas Emilio R, r Mango Road & Rosario Drive 6-82-60
Luschsinger S E, r 8 Hillcrest 6-84-50
Luling F P, r Rosario Drive 6-85-42

—M—

Mabanta Pedro G, r 1st Street 6-61-79
Malayan Aerated Water Fac, Mayon 6-61-17
Malcles Cesar, r España Extension 6-79-87
Malubay Leon Dr, r 27 Nevada 6-85-12
Manansala Eugenio M, r España Extension 6-62-08
Mangaliman Maria A, r 26 Lincoln Evenue S F M 2-42-94
(When operator answers ask for local 30-R)
Manila Kapok Factory, Tolentino S F M 2-42-94
(When operator answers ask for local 18-R)
Manila Knitting Works, Gilmore & Valencia 6-84-24
Mariquina Hall, Mariquina Road 6-81-59
Marquez I A, r 1 Mayon 6-79-59
Marquez I A & Co, office 1 Mayon 6-79-59
Martinez Roberto, r España Extension 6-79-97
Martinez Santos, r Kintalaad 6-72-14
Marx H J, r 10th and Gilmore Avenue 6-88-25
Matile Pierre, r 21 Brixton Hill 6-61-40
Mclelland CK, r 115 Roosevelt Rd 2-42-94
(When operator answers ask for local 15)
McCord John D, r 23 Gilmore Avenue 6-87-23
McFerran J W, r 1 Brixton Hill 6-70-80
McGinley R. J., r 5 2nd Street 6-81-91
McMillan E J, r 329 San Francisco Road 2-91-66
Mercado Angel Antonio, r Quezon Institute 6-62-85
Mercado Mariano L Dr, r 4 España Extension 6-79-45
Mia Jose R, r España Extension 6-61-45
Miller R N, Mariquina Road 6-88-41

Miranda Luis G, r Lantana Rd 6-89-86
Mittner John W, r 11 Gimore Avenue 6-87-60
Moote Leslie E, r 11 1st Street 6-85-27
Morales Celiano G, r Laong Laan 6-71-73
Morato Tomas B, r 49 Gilmore Avenue 6-89-01
Morato Tomas B, r Rd R M No. 1 6-75-98
Moreno Francisco, r 27 Sampaloc Ave 6-78-57
Mori Bycicle Shop, España Extension 6-95-03
Mori C, r S. Jose & Tolentino S F M 2-42-94
(When operator answers ask for local 37)
Mueller Eugene, r 1 Hillcrest Sub-Div. 6-84-47
Myers Howard F, r 10 1st Street 6-81-62
Myers J L, r 4 Balete Drive 6-88-20

—N—

Nathan Karl, r Poinsettia Road 6-81-16
New La Loma Cabaret, A Bonifacio 2-39-93
Neyra Encarnacion, r 6 Valencia 6-86-60

—O—

Obaña Severino Lt, r 4 España Elt. 6-78-62
Olson C G Capt, r 30 Victoria Hill S F M 2-42-94
(When operator answers ask for local 12)
Ong Kim, r 1 A Bonifacio 2-78-34
Ong Shiong Chiw, r 240 A Bonifacio 2-69-76
Opie Miguel, r San Francisco del Monte 2-42-94
(When operator answers ask for local 41-R)
Oriental Babery, 13 Bayani 6-72-89
Osorio Leonardo R, r 3 2nd Street 6-88-77
Ota F, r 1166 Santol 6-73-96
Ottinger J, r 14 Broadway 6-83-65

—P—

Padlan Maura, r 26 Virginia 6-82-93
Pagulayan Austiniano, r Nevada 6-84-05
Pardew JM, 11th Street 6-84-15
Paz é Hidalgo Eduardo Dr, r 949 Santol 6-71-81
Pearson J. C, 24 Del Monte Ave 2-50-79
Peng Jose, r San Francisco del Monte 2-42-94
(When operator answers ask for local 35)
People's Homesite Corporation, Rd R M No. 1 6-74-21
Peralta Macario Jr. It, r 32 Maryland 6-85-08
Philippine Fastener Factory Inc, S F M 2-42-94
(When operator answers ask for local 20-R)
Philippine Spuncrete Inc Factory, España Extension 6-88-59
Pilapil J A, r N Domingo & Driod Road 6-82-07
Pilares & Sons gravel, A Bonifacio Dial 40 and ask operator for ..... Call 1-1-68
Pinga Claro, r N. Domingo & Pinatubo Rd 6-83-98
Pond A T, r 3 14th Street 6-89-41
Prescott Stanley L, r 25 Gilmore Avenue 6-88-48
Publishers Incorporated, Sierra Madre 6-62-17

—Q—

Quezon City Drug Store .....
Quezon City Hall 6-62-33
Information .....
City Mayor 6-89-23
City Secretary 6-89-21
City Engineer 6-89-48
City Health Officer 6-89-24
City Attorney 6-87-96
City Treasurer 6-89-24
City Assessor 6-89-22
City Auditor 6-83-42
Judge Court of 1st Instance South 9th 6-61-49

Justice of the Peace 6-89-24
Medico-Dental Clinic 8 South 9th St. 6-81-23
Chief of Police 6-89-25
Outpost No 1 España Extension 6-88-71
Outpost No 2 5 Bayani 6-74-42
Outpost No 4 La Loma 2-79-72
Outpost No 5 1 El Porvenir 2-42-94
(When operator answers ask for local 14-J)
Quezon Institute, Santol España Extension 6-75-74
Quiason Cesario, r Apo 6-70-61

—R—

Racelis Roman, r Balete Dr. & Dama de Noche 6-84-46
Reyes Hilario A, r Mayon 6-61-19
Richards E A, r 2 Hillcrest Sub-Div. 6-84-60
Robles Lucia P, r 31 Virginia 6-81-10
Roces Ramon, r Wack Wack Road 6-61-80
Rodriguez Buenaventura, r España Extension 6-87-36
Rompen HGM, r Nevada 6-88-82
Rosenstock C W, r 104 Roosevelt Rr S F M 2-42-94
(When operator answers ask for local 25)
Rowley H S, r 2 14th Street 6-84-78
Ruppel Martin H, r Lantana Road 6-83-13

—S—

Sacred Heart Missionaries, 17th Street 6-86-18
St. Joseph's Academy, España Ext. & Broadway 6-87-48
St. Paul's Novitiate, Gilmore Avenue 6-88-58
Salame Gabriel, r 7 Central Blvd 6-61-53
Salumbides Film Co Ltd, Del Monte Avenue & Fajardo 2-42-94
(When operator answers ask for local 17-R)
Sampaguita Pictures studio, Gilmore Ext. 6-81-49
Samson Victoria, r 2 Boston 6-81-27
San Francisco del Monte Inc, branch S F M 2-42-94
(When operator answers ask for local 4)
San Francisco Elementary School, Porvenir S F M 2-42-94
(When operator answers ask for local 6)
San Francisco Lumber Co, Del Monte Avenue S F M 2-42-94
(When operator answers ask for local 2-R)
Santa Mesa Heights Sub-Div, branch Mayon 6-79-39
Santiago Emiliana de, r 2140 Santol 6-71-39
Santiago Leoncio, r 1017 Santol Int. 6-74-28
Santol Dairy Farm, 1166 Santol 6-75-40
Santos Eliseo, r Gilmore & 10 Street 6-88-21
Santos Santiago, r España Ext. 6-77-92
Schaffnr Glen P, r Canlaon 6-74-13
Schedler Ruth Mrs, r 3 Hillcrest Sub-Div. 6-82-82
Schleipen Frank L, r Bongavilla Road 6-88-11
Schmidt W, r Balete Drive 6-88-72
Schneider Hans, r 20 Mango Road S F M 2-42-94
(When operator answers ask for local 22-R)
Schwartz Samuel, r Mango Road 2-42-94
(When operator answers ask for local 16-J)
Semmelink H R, r Brooklyn 6-88-34
Sherman P L, r Del Monte Avenue S F M 2-42-94
(When operator answers ask for local 11-R)
Sibal Ernesto Y, r Apo 6-71-60
Sim Ka Chiong, r Apo 6-72-50
Singh Bir, r Piy Margal & Iba 6-61-34
Skou Sine Miss, r Quezon S F M 2-42-94
(When operator answers ask for local 10)
Society of the Divine Work, España & Pacific 6-88-63
Solier Carlos, r 1098 España Extension 6-81-00
Stahl Alfred J, r Ilang-Ilang Rd 6-82-66

Suaverdez Pedro R, r Del Monte Avenue S F M 2-42-94
(When operator answers ask for local 5-R)
Sy Chiuco, r 2 Arayat 2-93-14
Sy Kee J R, r Baco 6-72-83

—T—

Takata Y, r 14 Del Monte Avenue 2-76-23
Tan Tiong, r Mango Road S F M 2-42-94
(When operator answers ask for local 21-R)
Tanaka Poultry Farm, Benitez 6-84-89
Tanbunting Vicente, office, Del Monte Avenue S F M 2-42-94
(When operator answers ask for local 2-R)
Tang Luisa Miss, r Ilang-Ilang & Mayon 6-62-89
Tinawin Maria L, r 25 Canlaon 6-72-44
Titlow William L, r Mango Road S F M 2-4294
(When operator answers ask for local 27)
Tolentino Emilio, r N Domingo & Boston 6-81-19
Torres Maria Sinco, r España Ext. 6-72-44
Tsutsumi I, r Valencia & 13th Street 6-88-92
Tuason Angela, r 1166 Santol 6-76-69
Tuason Celso S, r 1160-A Santol 6-74-87
Tuason N Z Vda de, r 1160-C Santol 6-71-03
Tuason Nicasio A, r España Ext. 6-70-23
Tuason Paz, r 1131 Santol 6-77-23
Tuason Pedro, r Central Boulevard 6-85-05
Tuason Rosario G de, r 1131 Santol 6-76-31
Turla F F, r Pinatubo Rd 6-82-38

—U—

Umali Maximino, r 8th Avenue 6-83-06
United Dairies Plant, España Extension 6-75-95
Urgino F G, r 3 Dilliman 6-62-94
Uy Carlos, r 3rd Street 6-84-80

—V—

Valdes Manuel, r Camp Murphy 6-85-47
Valencia Felix P Jr, r Gen Wood Ave S F M 2-42-94
(When operator answers ask for local. 26-J)
Vallejo Pet I, r Mataba Road 6-84-19
Velasco Nicasio, r Nevada 6-81-26
Vera Apolonia Vda de, r 1108 Kentucky 2-4294
(When operator answers ask for local 5-J)
Vera Jose O, r 27 Valencia 6-82-57
Vera Lourdes de, r Seattle & Vancouver 6-82-62
Vicencio Ramon, r 13 Bayani 6-74-85
Villanueva I C Mrs, r 82 Bayani 6-74-32
Vollenweider F, r 14 Broadway 6-83-65

—W—

Wack Wack Golf & Country Club Inc, Shaw Blvd 6-71-11
6-71-15
Wagner John R, r 28 9th Avenue 6-88-97
Walker A F, r 43 8th Avenue 6-87-95
Walters E C, r 45 Brixton Hill 6-76-87
Watanabe K L, r 1 Watanabe 6-79-82
Wilfarth Rober E, r 8 1st Avenue 6-85-92
Wilkinson G H, r Hibiscus Road 6-88-52
Willimont S J, r 5 Gilmore Avenue 6-83-70
Wilson S J, r 8 Brixton Hill 6-75-23
Wing E E, r Balete Drive 6-85-48
Wolff William, r 7 1st Avenue 6-81-11
Wong Yao Toyo, 20 87 La Loma 2-78-35
X'Otic Films Inc, Mango Road 2-42-94
(When operator answers ask for local 39)

—Y—

Yamagata S, r 13th Avenue **6-82-85**
Yamamoto Tsuneo, r 30 Broadway **6-87-49**
Yaras Herman, r Poinsettia Road **6-83-08**
Yguico Gonzalo R, r 2 Mango Road **6-83-18**
Yokohama Specie Bank Ltd Manager's Resident 30 Broadway **6-87-49**
Sub Manager's Residence, 22 Broadway **6-88-54**
Ysmael Halim, r 3 2nd Avenue **6-88-77**
Ysmael Victoria, r 38 5th Avenue **6-88-15**

—Z—

Zamora Manuel G, r 8 Data **6-76-63**

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