

NTORY & APPRAISAL
MOVABLE ASSETS
0026584



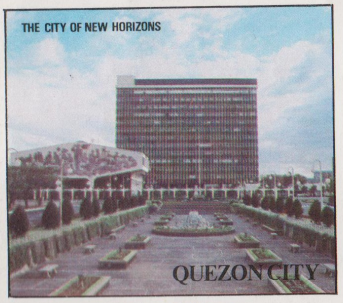
BLOOMING FLOWERS IN MAY



THE MODERN FILIPINA BEAUTY



REFRESHING COCONUT TREES



OUR COVER

Quezon City Hall projected by the serenity of the beautiful Sunken Garden. This has depicted the expressive edifice representative of the progressive City Of New Horizons.

Creative effort by: **DH P. HERRAS**

SUNSET AT LA MESA DAM



MODERN FILIPINA IN COSTUME

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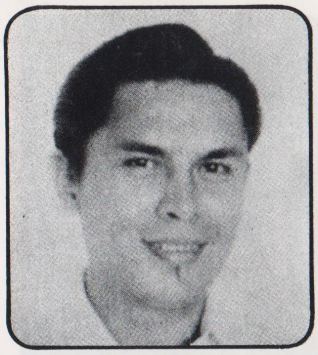
QUEZON CITY PUBLIC LIBRARY

Q.C. PUBLIC LIBRARY
LOCAL HISTORY

FOREWORD



This is QUEZON CITY --- described in the most condensed documentation with the limitation of time and space.

Founded on October 12, 1939 by no less than the First President of the Philippine Commonwealth, Manuel Luis Quezon, this CITY is the happy fulfillment of its Founder's dream and the living proof of his unusual wisdom and clarity of vision.

QUEZON CITY, too, is the by-product of the joint efforts of the national and city governments more particularly demonstrated in the massive infrastructure projects jointly undertaken by them – their own contribution to the gigantic task of nation building.

The City's historical facts, statistical data and tourists spots can be read here. Some details might have been inadvertedly omitted but this is only the beginning of a sincere effort to give meaning and purpose to its function.

QUEZON CITY, in brochure, invariably reflects a giant step towards the fulfillment of the City Administration's aim to expand programs to cater to tourist demands, thereby, providing tangible places and monumental markers of historical significance, tourist establishments that will primarily attract the interests of local and foreign visitors. It is envisioned that this humble contribution will definitely serve as a point of reference which will outgrow local boundaries and go beyond the shores of our country and thus, projecting and disseminating the City's beauty, progress and growth.

WELCOME TO QUEZON CITY!

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY
MAIN OFFICE

FRANCISCO B. ALVAREZ
Cultural & Tourism Affairs Officer



Office of the President
of the Philippines
Malacañang

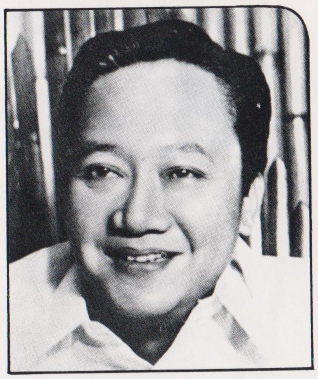
Message

I wish to congratulate the staff of the "City of New Horizons" on its maiden issue.

I am sure this information brochure, devoted to depicting the various tourist attractions and scenic spots of Quezon City, will go a long way in helping boost tourism in our country.

I wish the publication success and more power.

FERDINAND E. MARCOS
President of the Philippines



Republic of the Philippines
MINISTRY OF TOURISM
Manila

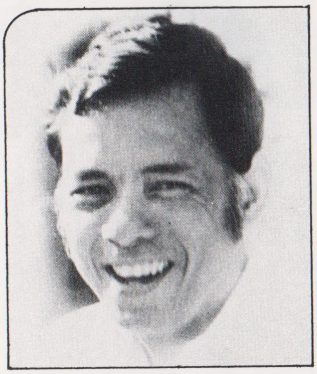
Message

The last decade saw the phenomenal emergence of our tourism industry. In spite of the odds besetting its development, it has successfully proved itself and indispensable handmaid to our country's development.

Among the refreshing attractions of tourism, we find Quezon City, the City of New Horizons, contributing to the quantum leap of Metro Manila to the level of other renowned international cities. Its urban sophistication mellowed by rustic sceneries is further highlighted by the presence of historical and cultural places. We deeply appreciate the initiative of the residents to preserve its natural beauty.

My warm congratulations and thanks to the Officials of the Quezon City Government for their concerted effort to project and disseminate the beauty and progress of the city.

JOSE D. ASPIRAS
Minister



METROPOLITAN MANILA COMMISSION
Office of the Vice Governor

Message

I extend my warmest greetings and congratulations to the Quezon City Government, particularly the Cultural and Tourism Affairs Office, on the publication of their first tourist-oriented brochure entitled "QUEZON CITY : THE CITY OF NEW HORIZONS."

It is truly commendable that you have sought to capture the pulse of the City, through its beautiful sights and sounds, as well as to highlight the City's progress, through its businesses and industries.

We hope that this initial project will be followed by a more detailed feature series on this primate City, for only then will we fully appreciate the contributions of Quezon City in the total development plan.

ISMAEL A. MATHAY, JR.
Vice Governor



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

Message

The publication of the brochure "QUEZON CITY, THE CITY OF NEW HORIZONS", marks another appreciable and commendable public service of the Quezon City Cultural and Tourism Affairs Office.

Brochures are effective channels of disseminating culture, tradition and development of a nation. The projection of the beauty and progress being undertaken in our beloved city, will undoubtedly pave the way for residents of Metro Manila, local and foreign tourists to see the city's natural beauty, historical spots, and to learn about traditions and culture of our people enhanced by our native hospitality.

Indeed we are challenged with numerous civic activities entrusted to us by our constituents. We are also expected to accelerate the development of the city as an attractive tourist spot, and the promotion of tourism that will boost our chance to include in the list of places that are regularly visited by tourists.

With these objectives in mind we may realize genuine enthusiasm and greater involvement of the city residents in accelerating tourism-consciousness among various sectors of our society.

To each and all who made this publication possible, my best wishes for their dedicated collaboration in the city's tourism endeavors.

(Mrs.) ADELINA S. RODRIGUEZ
City Mayor



Photo by: DH P. HERRAS

QUEZON CITY HALL with man-made lagoon on the foreground

HISTORICAL BACKGROUND

Quezon City was conceived in a dream of a man incomparable – the late President Manuel Luis Quezon. He envisioned a place where the common man will find his place with dignity.

He dreamed of a seat for a national government, "aesthetically the showplace of the nation – a place that thousands of people will come and visit as the epitome of culture and spirit of the country; especially a dignified concentration of human life, aspirations and endeavours and achievements; and economically as a productive, self-contained community."

In 1938, he purchased 1,529 hectares from the vast Diliman Estate of the Tuason family.

In September 1939, the National Assembly enacted the Commonwealth Act No. 502 otherwise known as the Charter of Quezon City. On October 12, 1939, President Quezon signed the bill into law, thus Quezon City was born.

President Quezon himself served as Mayor of the new city, from October 20 to November 4, 1939. He appointed Tomas B. Morato as his successor.

Progress in Quezon City continued until December 8, 1941, the start of the Second World War, when President Quezon declared Quezon City as part of Greater Manila Area. It regained its independent corporate status on January 2, 1947 by Republic Act No. 45.

On July 23, 1946, President Manuel Roxas created a Capitol Site Committee under Administrative Act No. 5 that would study the selection of the official capital of the Philippines. Upon the death of President Roxas, Vice-President Quirino took over in April 1948, and reorganized the Capitol Site Committee into the City Planning Commission which prepared a blueprint for the further development of the city.

By virtue of Republic Act No. 333, signed July 17, 1948, Quezon City officially became the capital of the Philippines and the permanent seat of the national government. Its inauguration as Capital City was marked by the laying of a cornerstone for a capitol building at Constitution Hill on October 22, 1949.

On June 16, 1950, the city charter was revised by Republic Act No. 537 which extended its boundaries to its present area of 15,359 hectares or five times bigger than Manila.

On June 19, 1959, one of the most important changes in Quezon City took place, when Republic Act No. 2259 was approved making the offices of the Mayor down to the councilors elective.

The latest amendment affecting the history of Quezon City, was Republic Act No. 5441 approved on September 9, 1968, which increased the number of councilors to sixteen, four from each of the four councilor districts into which the Act divided Quezon City.

Quezon City lost its title as capital city of the country to Manila by virtue of Presidential Decree No. 940 dated June 24, 1976.

Although some quarters may observe that Quezon City today may not yet be what its founder had conceived it to be, the efforts made by the present administration of Mayor Adelina S. Rodriguez, accelerated toward the development and promotion of the city's tourism potentials, is a great stride towards the realization of the vision.

GEOGRAPHY

Quezon City is ten kilometers north of Manila. To the City's east are Montalban and San Mateo; to the east-southwest are Marikina and Pasig ; to its south is San Juan; and to its north-northwest are San Juan del Monte, Bulacan and Caloocan.

Quezon City has a land area of 15,359 hectares. It is five times bigger than Manila and in area, it is second to the country's biggest city – Davao City.

Rolling hills spread over a large portion of Quezon City. Its lowest altitude is 35 feet above sea level, while its highest is 55.

HISTORICAL NOTES

Quezon City prides itself of many historical landmarks.

Barrio Balintawak is one. Andres Bonifacio, the supremo of the Katipunan, dramatized in Balintawak the beginning of the revolution against Spain on August 1896 by leading the tearing of residence certificates (cedula).

The first encounter between the Filipinos and the Spaniards, however, was in San Juan, now called Pinaglabanan, a barrio still very much part of Quezon City.

Another historical landmark in Quezon City is Barrio La Loma. It was in La Loma where the Filipinos first fought the Americans in the Phil-American war.

The Quezon City Hall also happens to be a historical landmark. It was in this imposing 14-storey edifice where the New Philippine Constitution was signed in 1971.



MANUEL LUIS QUEZON
Founder of Quezon City



ANDRES BONIFACIO MONUMENT



MELCHORA AQUINO
"Tandang Sora": Mother of Philippine Revolution

THE PEOPLE AND THEIR LANGUAGE

Quezon City's population as of 1979 is 1,165,990.

The city is the country's melting pot. Hundreds of Ilocanos, Bicolanos, Visayans, Bulakeños and Muslims migrate to this city every year.

Yet, literacy in Quezon City is relatively high. English is widely spoken, though it is tagalog which is predominantly used.

Residents in Quezon City are spirited and rich in culture. These traits unite them, and these are best expressed in their irrepressible warmth and zest for living. They, above all, possess the flair for color and pageantry which, in effect, make them happy and fun-loving people.

CLIMATE

Weather conditions in Quezon City are more or less the same as those prevailing in Manila. Due to its higher elevation, the temperature is generally lower, relative humidity and wind velocity are proportionately higher.

Quezon City experiences the highest amount of rainfall during the months of July to October averaging to 9.79 inches. The number of storms passing the city is the same as those passing in the Metro Manila area.

EDUCATION

Quezon City is the seat of the academe in the country, the University of the Philippines, the finest in the Far East, is in Diliman. And so is the country's Nuclear Research Institute.

The educational system adopted by schools in Quezon City, as in the entire nation is patterned after the west. Elementary education takes six years while secondary and college take four years respectively.

Private and public schools in Quezon City are many. Recent survey shows that there are about 161 public schools and 142 private institutions.

Both private and public schools open in June and wind up in March. Colleges and universities observe the semestral calendar that is from June-October (first semester) and November-March (second semester).

GOVERNMENT

The government of Quezon City, along with three other cities and thirteen municipalities, are units of an umbrella government, the Metropolitan Manila Commission.

Such government set-up which integrates the delivery of essential services to seven million residents of the country's premier region, has proven to be effective as the metropolis now throbs with beauty, progress and achievement.

The Quezon City government today is not entirely different from that of 1939. It is still under the stewardship of a Mayor with the assistance of a Vice-Mayor, who are both directly elected by the people. Composing the executive branch are the appointive heads of the different departments and offices who provide the chief executives with support in carrying out productive and development-oriented endeavours. Consistent with principle of "participatory democracy", the city government asks for the participation of the masses in the affairs of government.

The seat of the city government, which is the Quezon City Hall, is in Diliman, along with a number of national government offices.

Quezon City, since its creation has been under the following Mayors that have much to do with its development and programs:

MANUEL L. QUEZON	October 12, 1939	November 4, 1939
TOMAS B. MORATO	November 5, 1939	July 19, 1942
PONCIANO A. BERNARDO	January 1, 1947	April 28, 1949
NICANOR A. ROXAS	May 4, 1949	January 6, 1950
IGNACIO SANTOS DIAZ	January 6, 1950	December 30, 1953
NORBERTO S. AMORANTO	January 1, 1954	March 31, 1976
ADELINA S. RODRIGUEZ	April 1, 1976	up to the present

MAYORS OF QUEZON CITY



MANUEL L. QUEZON
1939



TOMAS MORATO
1939–1942



PONCIANO BERNARDO
1947–1949



NICANOR ROXAS
1949–1950



IGNACIO DIAZ
1950–1953



NORBERTO AMORANTO
1954–1976

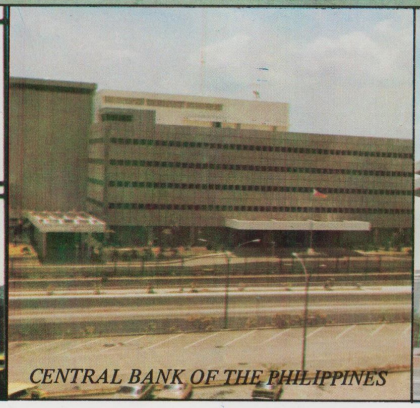


ADELINA RODRIGUEZ
1976–up to the present



BATASANG PAMBANSA





CENTRAL BANK OF THE PHILIPPINES



PHILIPPINE HEART CENTER FOR ASIA

Photos by: DH P. HERRAS

ARTS AND CULTURE

The First Lady, Mrs. Imelda Romualdez Marcos, has asked all local governments to help in her drive for the development of the Filipino art and the preservation of the country's culture.

In response to this call, the Quezon City government is sponsoring yearly cultural festivities.

Among the popular ones are the lantern and kite contests, the orchid show, literary and choral contests. This is, of course, not to forget the SANTACRUZAN, a maytime festival which is highlighted by a procession–pageant.

Another cultural event is the CENAKULO. It is a dramatization of the passion and death of Jesus Christ.

Still part of its cultural role, Quezon City has a bamboo orchestra, famously known as the "Pangkat Kawayan." The group is acclaimed worldwide, and thus has been constantly invited to perform abroad.

In the development of arts, Quezon City has the Children's Museum and Library Inc. Foundation to offer. The museum contains the artworks of children from the ages two to twenty-one.

RELIGION

Churches of all denominations serve the city residents' religious needs. But the population is predominantly Catholic as is the rest of the nation.

SPORTS AND RECREATION

All year-round sports activities such as bikefest, cycling tour, inter-department basketball, volleyball and bowling tournaments, marathon and walkathon are undertaken by the government with the active participation and involvement of the barangays, Kabataang Barangay and civic organizations.

Sport events are regularly scheduled at the Araneta Coliseum located at the heart of Cubao, the city's premier center of trade, culture and tourism.



PHILIPPINE FOLK DANCE



ON–THE–SPOT PAINTING CONTEST



Photos by: DH P. HERRAS

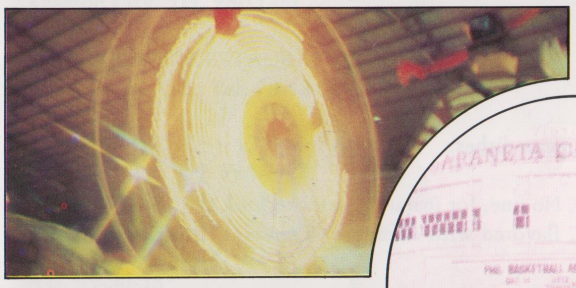
The world-famous Bamboo orchestra, the PANGKAT KAWAYAN

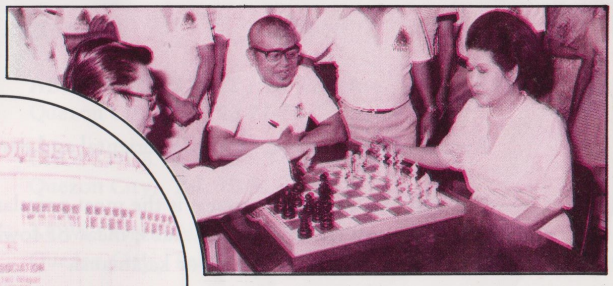


Photo by: DHP. HERRAS

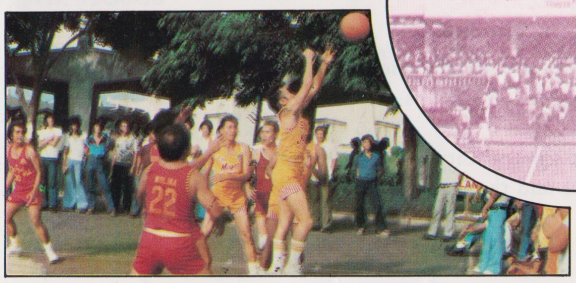
Flowers and faunas are among the abundant specis found in the man - made Quezon City Orchidarium.











1. *Balara Filters*
2. *Fiesta Carnival*
3. *Basketball games sponsored by QC government*
4. *Chess tournament*
5. *Araneta Coliseum*

The big Dome, reputedly the biggest in the world, towers over 220 feet, and has a seating capacity of 32,000. Situated in an area of 370,000 square feet, it has a floor space of 185,000 square feet. This dome has served as the venue of prestige-laden international sports competition, including the classic third meeting between world heavyweights Muhammad Ali and Joe Frazier on October 1, 1975. Basketball tournaments particularly those sponsored by the Philippine Basketball Association (PBA) and beauty pageants of national and international tones have also been staged in this coliseum.

At the back of this coliseum is a covered Fiesta Carnival for fun-loving children. The carnival offers various rides and sideshows.

For the athletes, the Amoranto Stadium is their analgesia. The stadium has a track-field, a volleyball court and a swimming pool.

Gamesters are never without a place to go in Quezon City. On weekends and holidays, there is the La Loma Cockpit for them. A series of "pintakasi" is held in this cockpit.

CUISINE

Restaurants in Quezon City offer oriental and european dishes.

The Filipino cuisine, however, is the most popular. No one, for instance, can overlook the "SINIGANG", which is a soup of either fish, crabs, meat of fowl, flavored with domestic vegetables, fruits and flowers such as tamarind, mango, guava or kalamansi.

In many restaurants, another set of native dishes are the "LECHON", a golden brown, crispy-suckling pig roasted over a charcoal pit, the "ADOBO", a spicy dish of pork and chicken, and the "LUMPIA", a salad of heart-of-palm wrapped together with small pieces of pork and shrimps, are the most sought-after viand.

To what one's appetite, Filipino eating houses in Quezon City also served the "KINILAW NA ISDA", a raw fish marinated in vinegar or in Kalamansi juice and then served with basi (sugar cane wine) or tuba (coconut palm beer).

Other appetizers also offered are the "atchara", a native relish of shredded green papaya, onion, pepper, condiments and vegetable and the "bagoong" a dark thick sauce of shrimps or fish.

In Quezon City tropical fruits are sold almost everywhere. In all market places, fruits like bananas, mangoes, duhats, pineaples and macopas can be brought at low prices.

RESTAURANTS

Restaurants in Quezon City are usually open from 10:00 a.m. to 10:00 p.m. Lunch, dinner and in some restaurants also breakfast, are served.

FILIPINO

BARRIO FIESTA: 977 Aurora Blvd., Quezon City. Tel. 98-11-00

ARISTOCRAT RESTAURANT: E. delos Santos Ave., QC. Tel. 78-48-01

COUNTRY CHEF: 42 Bohol Avenue, Quezon City. Tel. 99-99-47

D & E RESTAURANT: 1050 Quezon Blvd. cor. A. Roces, QC Tel. 99-30-38

LAMBAT RESTAURANT: 1609 Quezon Ave., QC. Tel 97-83-86

LITTLE QUIAPO: 18 Matalino St., Quezon City. Tel. 96-52-81

LUIGI'S FIESTA FILIPINO: Cor. Sct. Lozano & T. Morato Ave., Quezon City. Tel. 98-82-42

ZAMBOANGA BALAY INASAL: P. Tuazon, Cubao, Quezon City.

CHINESE

ABERDEEN COURT: 16 West Ave., Quezon City. Tel. 98-71-74

CHOPSTICK HOUSE: 3-G Gen. Malvar, Quezon City. Tel. 78-56-81

KOWLOON HOUSE: 16 West Ave., Quezon City. Tel. 98-71-72

THE ELEGANT DINER: 1498 Quezon Ave., QC. Tel. 98-81-06

MA MON LUK RESTAURANT: 54 Quezon Blvd. Ext., QC. Tel. 61-32-09

SAVORY RESTAURANT: Rustan's Superstore, Cuaba, QC. Tel. 79-66-37

IMPERIAL JADE: 20 Matalino St., Quezon City

EUROPEAN AND AMERICAN

ADAM'S RIB : T. Morato Ave., cor. Sct. Lozano, QC. Tel. 96-78-25

ALFREDO'S STEAK HOUSE : Tomas Morato Ave., QC. Tel. 97-60-26

ITALIAN VILLAGE REST.: 1471 Quezon Blvd. Ext., Quezon City Tel. 99-99-32

BONANZA RESTAURANT: 1077 EDSA, Quezon City. Tel. 96-83-66

LUIGI'S STEAK HOUSE: Tomas Morato cor. Sct. Lozano, QC. Tel. 97-34-61

JAPANESE

HAKATA RESTAURANT : 3 Timog Ave., Quezon City. Tel. 95-31-26

KIMPURA: 2nd floor, Cubao Food Plaza, Araneta Ave., QC

MIYAKO : 1675 Quezon Ave., cor. EDSA, Quezon City

SAYAMA – THE ELEGANT DINER : 1498 Quezon Ave., Quezon City Tel. 98-81-06

SHOPPING

Save for the V.V. Soliven Shopping Complex, all big commercial establishments in Quezon City are clustered in Cubao. Rustan's, Shoemart, Ali Mall are the popular ones.

The city also offers stores selling wide arrays of traditional Filipino handicrafts such as wood carvings, shellcrafts, galleries, locally embroidered and handwoven fabrics, shoes and handbags. These are stores open from 8:00 a.m. through 8:00 p.m. Some of them are open even on Sundays and holidays.

It is also noteworthy that the Farmers' Plaza, the biggest market in the east is in Quezon City.

DEPARTMENT STORES

RUSTAN'S : Cubao, Quezon City
SHOEMART: Cubao, Quezon City
SYVELS: Cubao, Quezon City.
MLA. COD DEPT' STORE: Gen. Romulo Cubao, QC.

BOOKSHOPS

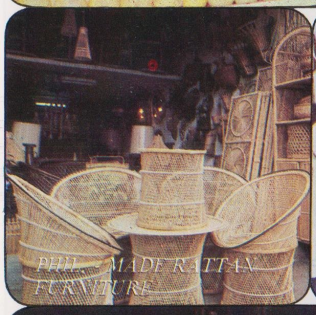
ALEMAR'S: Gen. Romulo, QC.
BOOKMARK INC.: Ali Mall, QC
NATIONAL BOOKSTORE : Araneta Center, Cubao, QC.
PHILIPPINE EDUCATION CO., INC. Cubao, Quezon City



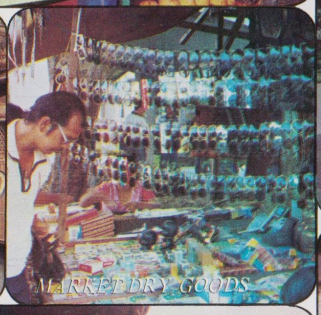
PHILIPPINE FRUITS



ASIAN INSTITUTE OF TOURISM



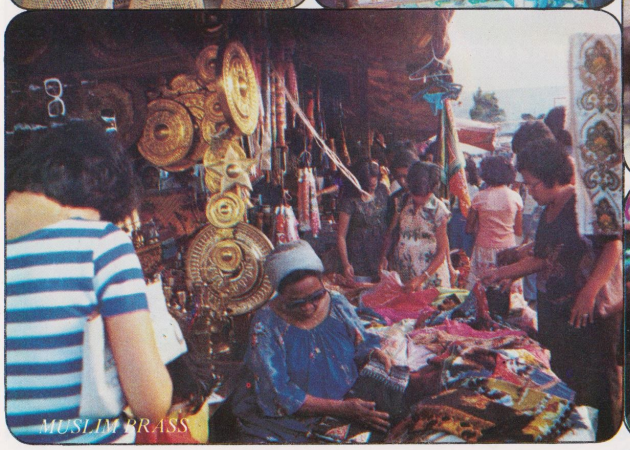
PHIL.-MADE RATTAN FURNITURE



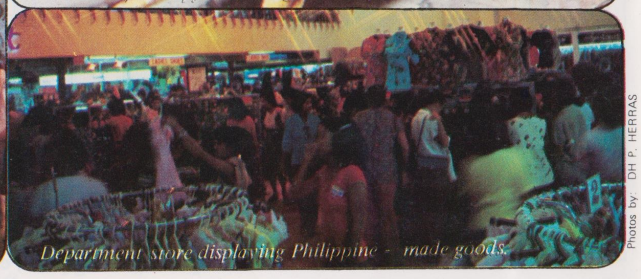
MARKET DRY GOODS



LECHON, a crispy - suckling roasted pig



MUSLIM BRASS



Department store displaying Philippine - made goods.

Photos by DH P. HERRAS

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JEWELRY

GEMS & JEWELS GIFT SHOP: 14 Gen. Malvar, Cubao, Quezon City.

KRISTINE'S : Farmers Plaza, QC.

RUDY VELAYO JEWELRY: 878 F. Aurora Blvd.

HANDICRAFTS

AZADA TEODORO & CO: 112 11th St., Quezon City.

JEM (PHIL) EXPORT INC: E. Rodriguez Sr., Blvd., QC.

LM HANDICRAFT MFG CORP.: 134 Panay Ave., Diliman, QC.

ACCOMMODATION

Although the city has a few first class hotels, one which it offers is considered the finest in the country. The Sulo Hotel offers the only aquatic show in the country and boasts of an excellent location owing to the near perfect weather condition of the area. Apartels are available in the city.

HOTELS

ASIAN INSTITUTE OF TOURISM: Diliman, Quezon City. Tel. 96-90-71.

No. of rooms: 27 rooms
Rates : Single – P229.10 or $29 + 10% gov't tax
Double – P268.60 or $44 + 10% gov't tax
Suite – P434.50 or $55 + 10% gov't tax
*maximum no. of persons (3 persons) . . . third person be charge P39.50
Facilities : coffee shop, swimming pool, cocktail lounge (opens 5-12 p.m.), function room.

SULO HOTEL: Matalino St., Quezon City. Tel. 98-24-11

No. of rooms: 51 rooms
Rates : Single – P288.00
Double – P336.00
Suite – P567.00

Facilities : coffee shop, swimming pool, cocktail lounge, function room



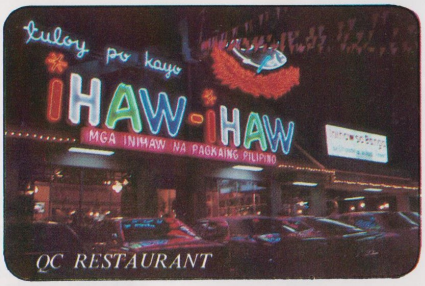
Vegetable plot farming



A singer



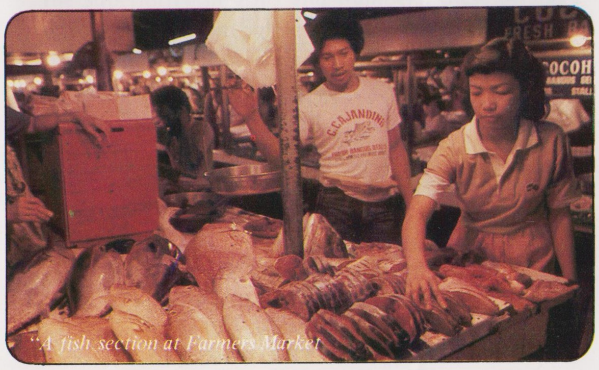
NIGHT CLUB SINGER



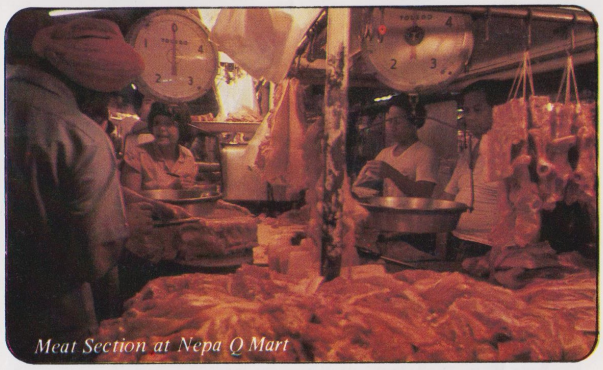
QC RESTAURANT



ART GALLERY



A fish section at Farmers Market



Meat Section at Nepa Q Mart

Photos by: DH P. HERRAS

HOTEL DANARRA & RESORT: 121 Mother Ignacia Avenue, Quezon City. Tel. 98-51-61

No. of rooms: 32 rooms
Rates : Single – P158.07
Double – P179.15
Family – P242.38
Residential – P316.14
Facilities : swimming pool, pelota courts, functional room, restaurant, pub house, self-service

APARTELS

PM APARTMENTS: 24 Matalino, Quezon City. Tel. 99-06-81
Rates : Single – P2,500.00
Studio – P1,900.00

METROPOLITAN APARTELLE: 131 Malakas Road, Quezon City, Tel. 95-21-64
Rates : Single – P175.45 or $22
Double – P211.30 or $25
Luxury – P254.25 or $30
Executive apartment (studio) – P3,400/mo. or $460.00
Double Bed – P4,600.00/mo. or $620
*maximum no. of Persons (4 Persons)
Facilities : coffee shop, steak room disco & function room

NIGHTCLUBS, PUBS & DISCOTHEQUES

Most nightclubs and discotheques are open from early evening from around 6:00 p.m. for cocktails, until 2:00 or 3:00 a.m.

BIRDS OF THE SAME FEATHER: 302 Tomas Morato, Quezon City. Tel. 98-81-49

D'SPINNER DISCO PUB & STEAK HOUSE: 186 Banawe St., QC. Tel. 61-13-83

SPINDLE REST. THEATER-DISCO: Timog Avenue, QC. Tel. 96-98-64

LANAI SUPPER CLUB & REST: 357 Quezon Blvd. Ext. QC. Tel. 98-95-42

BODEGA CITY: 1121 Quezon Ave., QC Tel. 95-20-61

MILES SUPPER CLUB: 790 Quezon Ave. Quezon City. Tel. 96-70-76

MOVIEHOUSES

ALI 1, 2, 3, 4 CINEMA: Ali Mall Bldg., Araneta Center, Cubao.

CORONET THEATER I, II: Aurora Blvd. cor. Imperial St., Cubao.

DIAMOND THEATER: Aurora Blvd., cor. St. Mary, Cubao, QC.

NEW FRONTIER CINEMA: Gen. Aguinaldo cor. Malvar, Cubao.

REMAR THEATER: Aurora Blvd., cor. West Point, Cubao, QC.

CIRCLE TEATER: Anita Bldg., Timog, Avenue, Quezon City

OUR LADY, QUEEN OF THE HOLY ROSARY
(Patron Saint of Quezon City)



The Blessed Virgin is venerated by the church under different titles or aspects of her role in the salvation of mankind worked out by Jesus Christ, Our Lord. Under the title of Queen of the Holy Rosary, she showed in many occasions her special love and protection for the Philippines. Since the Spanish times, she has showered favours to individuals as well as to the whole nation, because they have been faithful to the recitation of her rosary.

The almost four-century old image of the Blessed Virgin of the Holy Rosary, venerated in Sto. Domingo Church, Quezon City, is the center of the nationwide celebration of the "FEAST OF LA NAVAL." This feast, with its colorful novena and procession, was initiated because of the vow made by the beleagered Armed Forces of the Philippines, mainly the naval forces, in so many battles with pirates, Chinese, English and Dutch who wanted to invade and occupy the Philippines. Notwithstanding the superiority in arms and numbers, these invaders were repulsed from our shores, more on the efficiency of fervent prayer than on the out-moded and meager logistics of the country. Thus, this venerable image of the Blessed Virgin came to be called, beside its title of "Queen of the Holy Rosary," the "Virgin of La Naval," the "Capitana," the "Almiranta," the "Patrona."

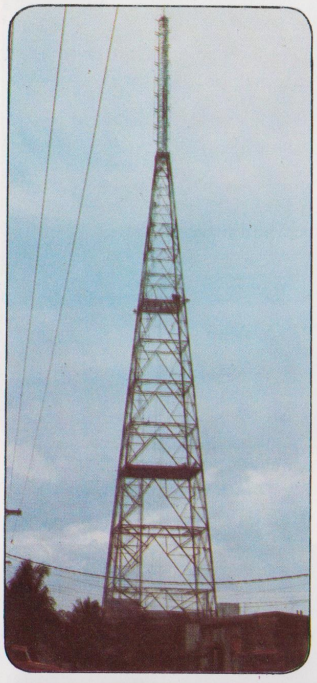


"LA NAVAL - Q.C'S PATRON SAINT.



Photo by: DH P. HERRAS

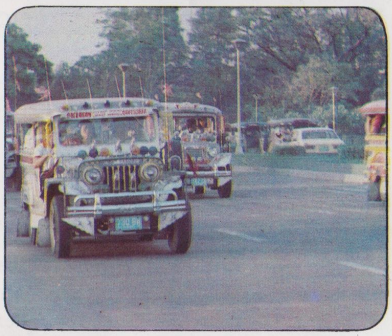
QUEZON CITY MEMORIAL PARK, the country's biggest city park

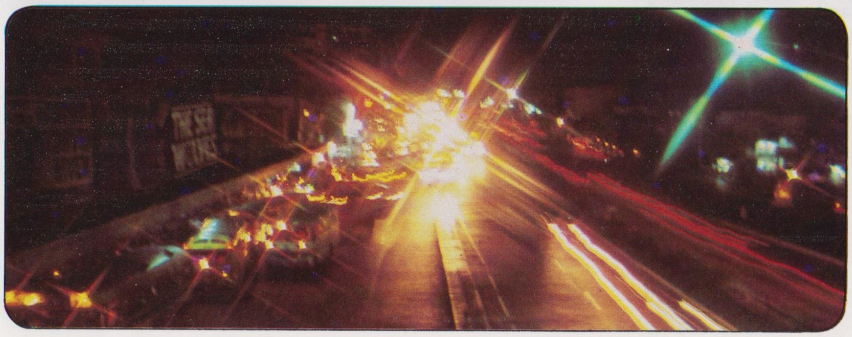












Photos by DH P HERRAS

1. *RCPI Radar*
2. *Tricycles*
3. *LOVE BUS, fully air-conditioned bus*
4. *Double-decker bus*
5. *Jeepney, a major made of public transports*
6. *night shots of vehicles.*

WATER

Quezon City's water supply is potable and safe. The Metropolitan Water Sewerage provides water to all the 90% of the total population. The rest have their private water systems.

POWER

Ninety-five percent of the city's built-up areas are serviced by MERALCO (Manila Electric Company). Power supply is 220V.

MILITARY INSTALLATION

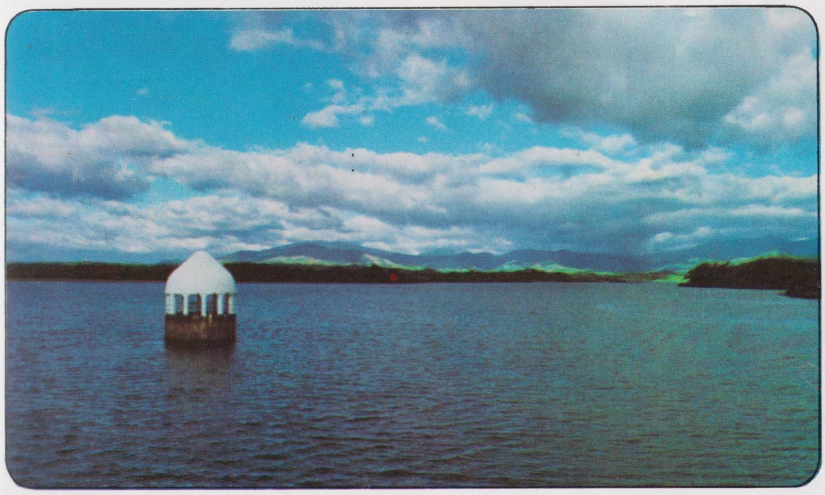
There are two military camps in the city. The first is Camp Aguinaldo, headquarters for the Philippine Armed Forces. The second is Camp Crame, headquarters for the Philippine Constabulary.

TRANSPORTATION

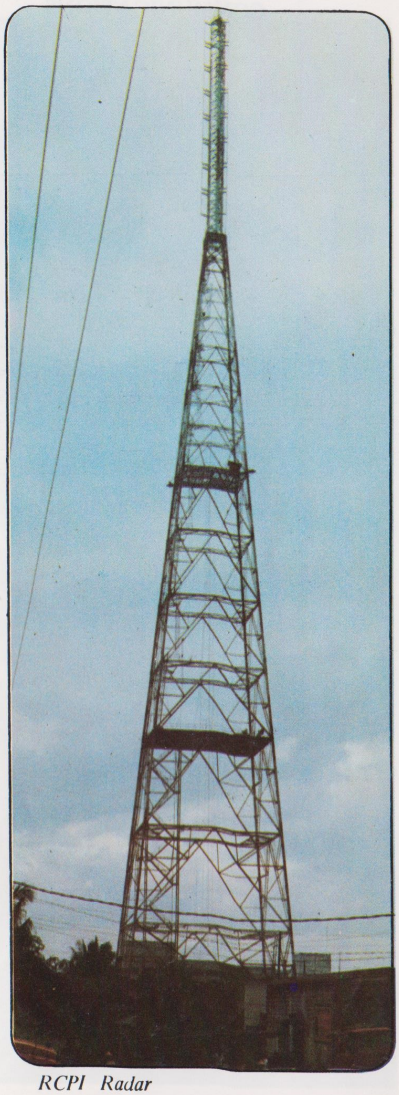
The city offers excellent driving conditions with its modern network of highways and boulevards. The Cloverleaf Interchange in Balintawak is one of the best in the country and remains the only overpass/underpass complex that outmatched those in other countries. Likewise, the city has an abundance of land transportation facilities. Jeepneys, buses, taxicabs and pedicabs ply regular routes. For tourists, there are private cars and buses for rent.



BROADCAST CITY - a complex which houses the country's premier broadcast stations.



LA MESA DAM, the source of water supply in Metro Manila.



RCPI Radar

COMMUNICATIONS

The Philippine Long Distance Telephone Co., (PLDT) using the automatic system provides the telephone service in Quezon City.

Five television networks are based in Quezon City namely: Banahaw Broadcasting Co. (BBC) on Channel 2, Greater Manila Area (GMA) Channel 7, Kanlaon Broadcasting Co. (KBS) Channel 9 and Inter-island Broadcasting Co. (IBC) Channel 13.

Major dailies in English and a host of weekly magazines and vernacular edition dailies are available at newstands and bookstores. Among these are the Bulletin Today, Business Day, Evening Post, Daily Express, People's Journal and Times Journal.

Letters, postcards, printed matter, aerograms and small packets are posted in mailboxes. Stamps are sold at post offices, universities, and of some government offices and commercial establishments. There are a number of post offices serving the city among which is located at the Araneta Center.

MEDICAL

Quezon City is developing a comprehensive system of health and welfare assistance. The city government has introduced a number of major health programs such as the medical and hospital-care insurance. It has also organized a Trisectoral Interferral Committee pertinent to the MMC three-layered system of delivery of health services. Likewise, several health projects have been implemented such as nutrition programmes, feeding program for pre-school children and pregnant mothers, expanded immunization program and conducted operation medical and dental consultations.

Quezon City has an abundance of hospitals and medical health facilities. These facilities have been built to ensure the Filipinos the best possible care and treatment. Among them are the Heart Foundation of Asia, which is equipped with modern and sensitive cardiological instruments and equipments and the Quezon Institute, a sanitarium for tubercular patients.

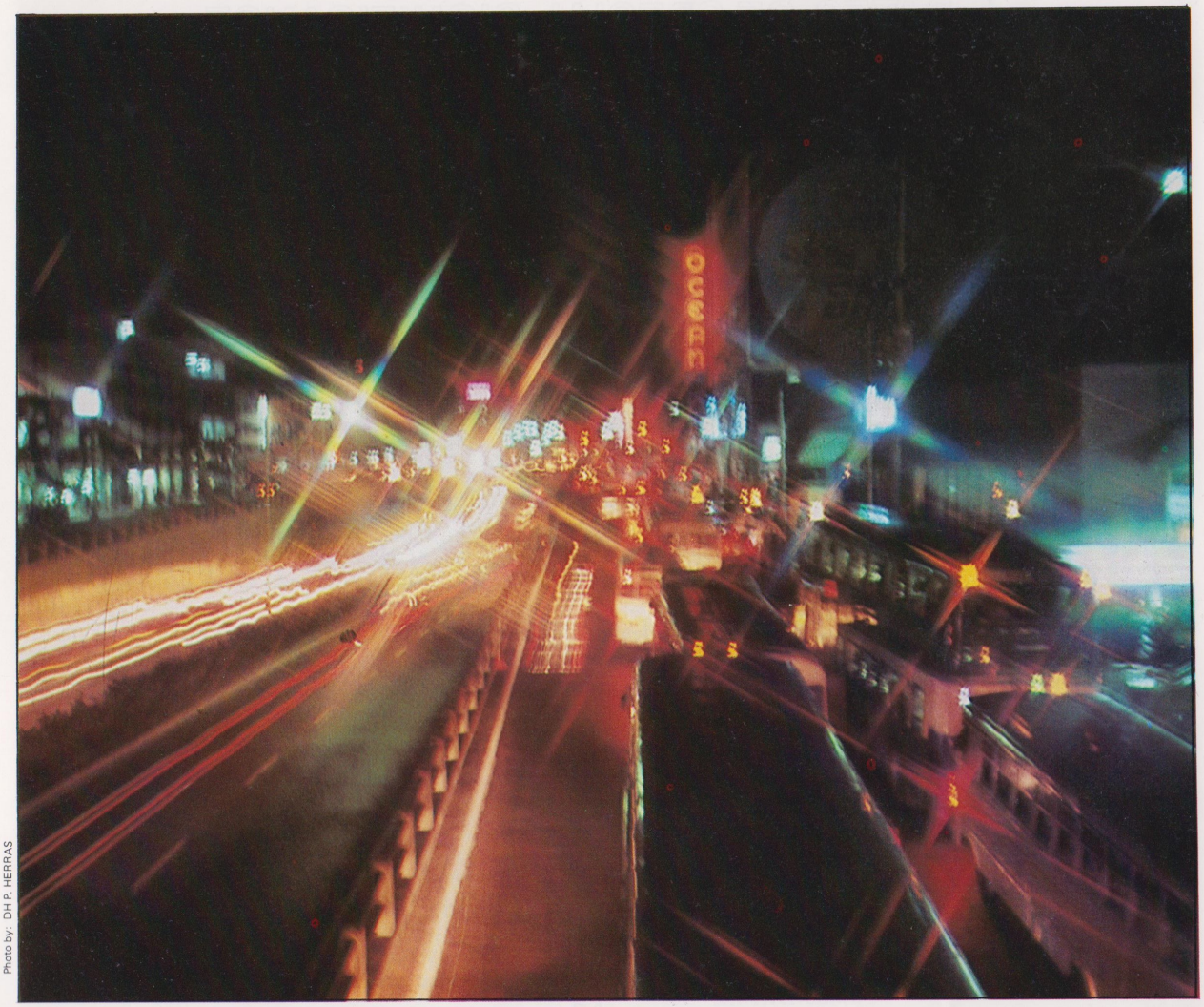


Photo by: DH P. HERRAS

QUEZON CITY BY NIGHT

DATES OF SPECIAL SIGNIFICANCE

JANUARY

1, NEW YEAR'S DAY (national) – This most anticipated festivity starts on New Year's eve, highlighted by a colorful spectacle of fireworks, noise and merrymaking and followed by a media noche or mid-night repast. For Catholics the celebration ends with an early morning mass.

1st Sunday, THREE KINGS'S DAY (National)–Final phase for the celebration of the Christmas season and gift-giving.

3rd Week, CONSTITUTION DAY (national)–Simple rites are conducted to commemorate the ratification of the amended Philippine Constituiton.

****

FEBRUARY

11, FEAST OF OUR LADY OF LOURDES–The feast is held to commemorate the apparition of Our Lady of Lourdes in Lourdes, France. A nine-days novena of rosaries are solemnly held followed by a mass and processions in the center of celebrations–the Shrine of the Virgin of Quezon City and the Grotto in Novaliches.

14, VALENTINES DAY (national)–It is celebrated in groups or by couples. It is called the "day of the hearts."

****

MARCH

PALM SUNDAY (national)–As symbol of Christ Triumphant entry to Jerusalem, palms are brought to the church to be blessed. This event ushers in the Holy Week.

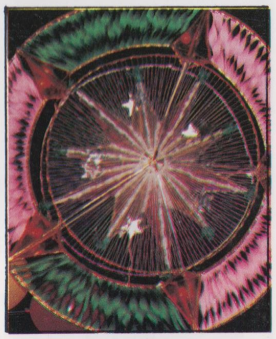
HOLY WEEK (national)–For seven days Christian Filipinos solemnly participate in the observance of the Passion of Christ. Flagellants in the streets, cenaculos (passion plays), penitensiya, pabasa, bisita Iglesia, and salubong are part of the lenten celebration. The most solemn of all festivals occurs on GOOD FRIDAY (a public holiday) when Christian share in the agony of Christ while the most glorious celebration is on EASTER SUNDAY when Christian world rejoices at the Risen Christ.



GIRL representing Reyna Elena in the Santacruzan



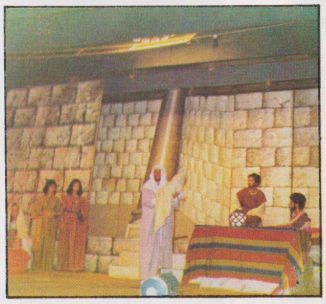
Fireworks Display during New Years Eve



Christmas lantern hung on Filipino homes during Christmas season



MISS QUEZON CITY '80 and her court



Cenakulo, a dramatization of Christ passion and lented season



Women in costumes for the Maytime pageant, SANTACRUZAN.

****

APRIL

9, BATAAN DAY (national)—It is a national holiday to commemorate the "fall of Bataan" in 1942. On this day, Filipinos and foreigners visit Mt. Samat Shrine, Ang Dambana ng Kagitingan.

****

MAY

1, LABOR DAY— A national holiday to honor the Filipino workers.

1-31 SANTACRUZAN (national)—Celebrated with flowers, colorful evening procession and floral offerings to honor the Blessed Virgin. This maytime festival is a classical pageantry depicting, in medieval costumes of European royalty and traditional robes, the spirit of the season.

****

JUNE

12 PHILIPPINE INDEPENDENCE DAY (national)—The celebration is marked with a mammoth military-civic parade at the Rizal Park in Manila.

****

JULY

4, FIL-AMERICAN DAY (national)—Formerly the national independence, it is now celebrated as Fil-American Friendship Day.

****

AUGUST

1, LINGGO NG WIKA—A week-long observance of the national language, tagalog.

19 QUEZON DAY —Simple rites and activities are held to commemorate the birth anniversary of Manuel Luis Quezon.

26 CRY OF BALINTAWAK— National celebration to commemorate the day that marked the beginning of the revolt against Spain.

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Government Awards

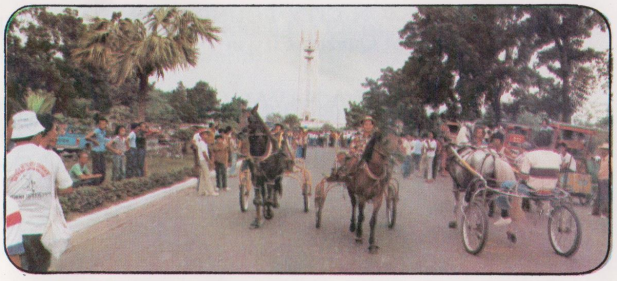


Karnabal sa Bagong Lipunan '80

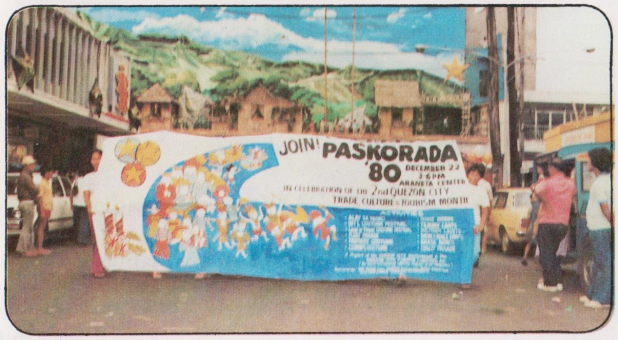


Photos by: DH P. HERRAS

Lighting of Christmas Tree of Araneta Center



Tilbury Race.



PASKO RADA '80

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SEPTEMBER

11, BARANGAY DAY (national)—Held in honor of the barangays, the basic socio-political institution of the country.

21, THANKSGIVING DAY (national)—It is a special public holiday held to celebrate the anniversary of the proclamation of the Philippines New Society by President Ferdinand E. Marcos in 1972.

****

OCTOBER

12, QUEZON CITY FOUNDATION DAY—Simple rites are held to commemorate the founding anniversary of Quezon City in 1939.

2nd Sunday, LA NAVAL DE MANILA— Sto. Domingo Church, Quezon City. Procession and masses are held in honor of Our Lady of the Holy Rosary known as the La Naval de Manila commemorating the Filipino-Spanish naval victory over Dutch marauders in 1646.

Last Sunday, FEAST OF CHRIST THE KING—An afternoon all-male procession in honor of Christ the King. (national)

****

NOVEMBER

1, ALL SAINTS DAY (national) – A day for remembering the dead and keeping vigil at the cemeteries. It is an occasion for touching and tender family gatherings-offering flowers, candles and prayers in the grave of their loved ones.

2, ALL SOULS DAY (national)—Catholics attend mass for the intention of the souls in Purgatory.

30 NATIONAL HEROES DAY (national)—To pay homage to the country's heroes.

****

****

1-31, TOURISM MONTH (Quezon City)

****

DECEMBER

1-31, TOURISM MONTH (Quezon City)—A month long celebration aimed at generating interest in the tourist attractions and tourism potentials of the city.

8 FEAST OF THE IMMACULATE CONCEPCION— Masses, evening procession, cultural presentations are part in this religious festival in some areas of Quezon City and the country as well to honor the Immaculate Concepcion.

16-25 MISA DE GALLO (national)—This is a series of nine pre-dawn masses which the Christian Filipino families religiously attend. This ushers in the longest Christmas in the world.

25 CHRISTMAS DAY (national)—Christmas day is the most joyous feast in every Filipino home. Christmas lanterns (paroles) are hung from windows, Christmas tree and wreath brightly light to add to the festive mood of the season. It is the season for gift-giving, and the traditional family fatherings. Children visit their ninong and ninang.

28 HOLY INNOCENT'S DAY (national)—Filipino version of April Fool's Day.

30 RIZAL DAY (national)—To honor the greatest Filipino hero, Dr. Jose Rizal.

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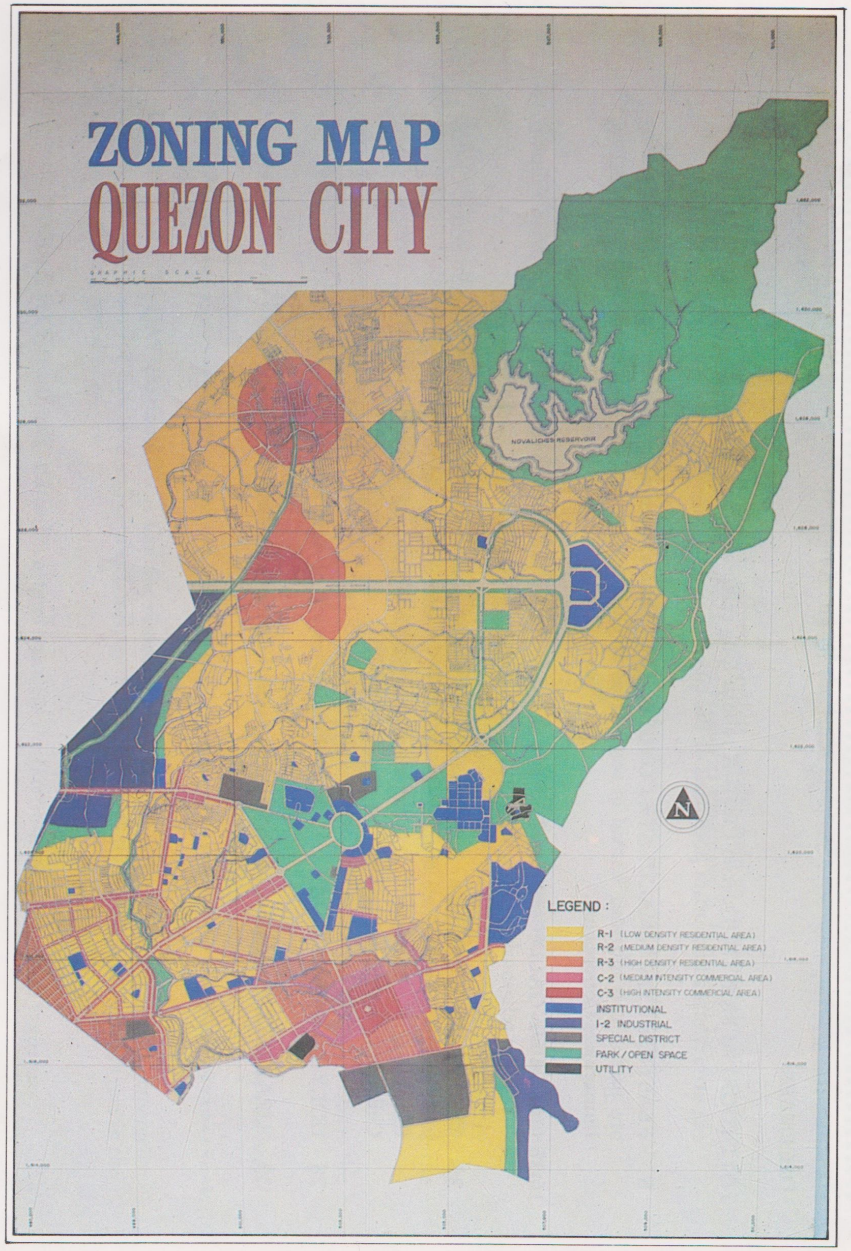
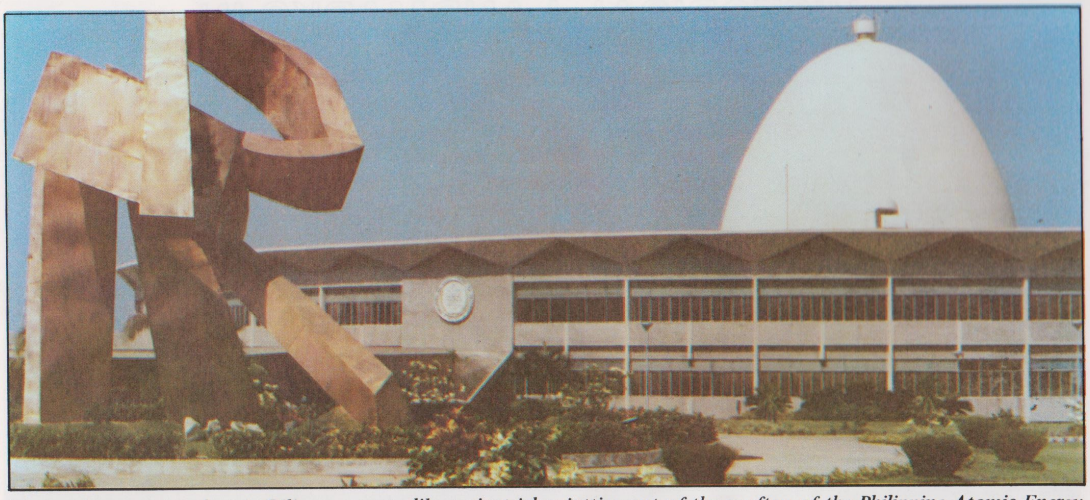

ZONING MAP
QUEZON CITY
GRAPHIC SCALE
NOVALICHES RESERVOIR
N
LEGEND :
R-1 (LOW DENSITY RESIDENTIAL AREA)
R-2 (MEDIUM DENSITY RESIDENTIAL AREA)
R-3 (HIGH DENSITY RESIDENTIAL AREA)
C-2 (MEDIUM INTENSITY COMMERCIAL AREA)
C-3 (HIGH INTENSITY COMMERCIAL AREA)
INSTITUTIONAL
I-2 INDUSTRIAL
SPECIAL DISTRICT
PARK / OPEN SPACE
UTILITY



The nuclear reactor plant in Diliman appears like a giant igloo jutting out of the rooftop of the Philippine Atomic Energy Commission administrative building. The igloo-shaped reactor symbolizes the country's entry into the atomic age, and the Filipino's continuing technological advances.



Photos by: DH P. HERRAS

Well-manicured lawns and carefully tended plants make the Quezon City Hall grounds attractive and a favorite promenade area of local and foreign tourists. The city government has launched an on-going campaign to maintain the cleanliness of the area as part of the larger effort of the Metro Manila Commission.

HISTORICAL LANDMARKS IN QUEZON CITY

WELCOME ROTONDA

The gateway to Quezon City and Manila was designed in 1948 by City Arch. Luciano V. Aquino in the Office of then Mayor Ponciano Bernardo.

QUEZON CITY MEMORIAL CIRCLE

Rising more than a hundred feet to the sky, the Quezon obelisk at Quezon Memorial Circle is the city's famous landmark. An imposing memorial to a great man, President Manuel Luis Quezon, towering in the 27 hectares rotonda park has been the site of the historic mass officiated by His Holiness Pope Paul VI on November 27, 1970. The three angel statues perched atop the phylons represents Luzon, Visays and Mindanao. The base structure of the monument houses a precious collection of Quezonians covering epochal periods in the life of its founder and the evolution of the city.

UNIVERSITY OF THE PHILIPPINES

A government institution of higher learning was established in June 1908. Standing in all its splendor on the sprawling Diliman site of about 450 hectares. In educational standard and architectural magnificence, it is the finest in the Far East. The University has a number of autonomous units spread throughout the country. Inside the university compound is a museum of Islamic Culture and artifacts, a chapel to give the students a feeling of participation in a community mass and the bullet-shaped planetarium providing the curious viewer to see the heavenly bodies through its powerful telescopic instruments. The oblation in front of the Quezon Hall symbolizes the Filipino's quest for knowledge and truth. Many of the country's top professional, business and political leaders, including President Marcos are graduates of the University of the Philippines.





Photos by: DH P. HERRAS

The state-owned University of the Philippines, the country's institute of higher learning and considered the finest in the Far East, is found in Diliman, Quezon City sprawled over a 450 hectare site. In the above photo, the "oblation" a stone statuete of a naked man which speaks of mankinds' thirst for knowledge, is an imposing edifice infront of the Administration Bldg. Picture at left shows one of the many wide and fine roads of the University which are cooled by tall trees.



ARANETA COLISEUM

Located at the center of Cubao is the Araneta Coliseum, the world's biggest air-conditioned domed-shaped coliseum whose inaugural presentation saw the capture of the Philippine first post-war world boxing title by the legendary Gabriel "Flash" Elorde. The coliseum was also the venue of the famous "Fight of a Lifetime" between Muhammad Ali and Jose Frazier. Beauty pageants and basketball tournaments of national and international tones have been staged in big dome. It has also been the site of a variety of international as well as local shows ranging from musical concerts to athletic events.

ARANETA CENTER

The business heart of the city is the Araneta Center in Cubao. At the Araneta Center are all kinds of commercial establishments such as theaters, banks, boutiques, department stores, restaurants, and many more. Huge department stores in Cubao offer special discounts to tourists and balikbayans.

PANGKAT KAWAYAN

The world reknown bamboo orchestra composed of 44 school children aging from 8 to 16 years old was organized on Sept. 6, 1966 under the direction of Miss Laura R. Gorospe and under the management of Miss Elena C. Carlos. All the musical scores are arranged by Victor "Chino" Toledo, trainer and conductor of the orchestra.

This unique band had already claimed local and international prestige to our country and people. It has made repeated performances in various places in Metro Manila and had been travelling all over the world. It has visited all the key cities of the United States, Europe and Australia.



BALARA (FILTERS) PLANT

A favorite spot specially during summer. This is located in Diliman, Quezon City and has its attractions swimming resort and pavillions as well as various interesting sights. The Balara Plant Filters the water from La Mesa Dam supplying some 600,000 gallons of clean and potable water to Metro Manila area.



Photos by: DH P. HERRAS

STO. DOMINGO CHURCH



The Sto. Domingo Church located along Quezon Boulevard, Quezon City, is the place of worship to the VIRGIN OF LA NAVAL, the city's patron saint.

The annual religious celebration held every 12th of October draws thousands of Devotees from Metro Manila to the nearby provinces.

SAN PEDRO BAUTISTA CHURCH

The church of San Francisco del Monte, one of the oldest in the Philippines and evidently one of the main attractions of the place, is of Romanesque interior characterizes by mixed architectures as evidenced by its Corinthian and ionic pillars. It is the place wherein the bones of San Pedro de Bautista was buried. At the basement of this church is a catacomb, where the old friars were buried.

IGLESIA NI KRISTO

Located along the Don Mariano Marcos Avenue, just opposite the UP compound, the eye-catching church adopted an architectural style reflective of the Gothic Concept; marged with Moorish style interpreted into a modern form.

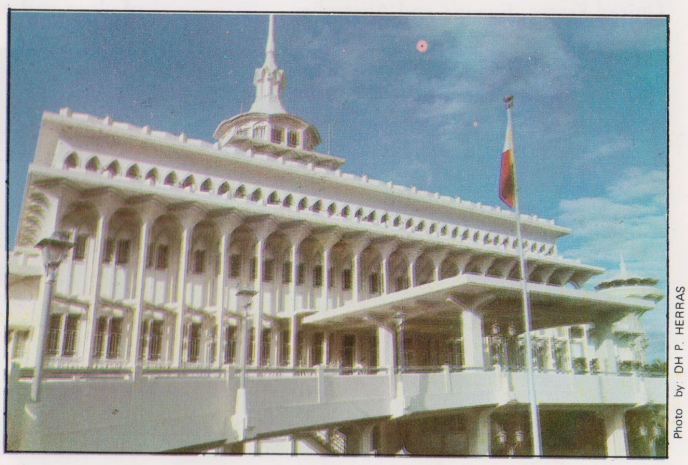


Photo by DH P. HERRAS

ANDRES BONIFACIO MONUMENT

The Bonifacio Monument stands just a stone's throw away from the cloverleaf bridge in Balintawak. It was in this spot where the Great Plebian launched the Philippine Revolution against the Spaniards in 1896.



BARRIO PUGAD LAWIN

On August 23, 1896 in Barrio Pugad Lawin and Balintawak where Andres Bonifacio, Founder of the Katipunan tore his cedula, a sign of his opposition to the Spanish administration, that started the fight between the Filipinos and the Spaniards. The uprising was called the "Cry of Balintawak."



LA LOMA COCKPIT

The La Loma Cockpit is one of the biggest and possibly one of the oldest in the country. Founded in 1903 by Don Tomas Guison, the establishment is being supervised by the Guison heirs. It has been the site of cockfighting every Sunday and holidays. Tourists and foreign visitor complete the sojourn in the Philippines when they are able to witness one of the typical native sports, locally known as "SABONG".

HIMLAYANG PILIPINO

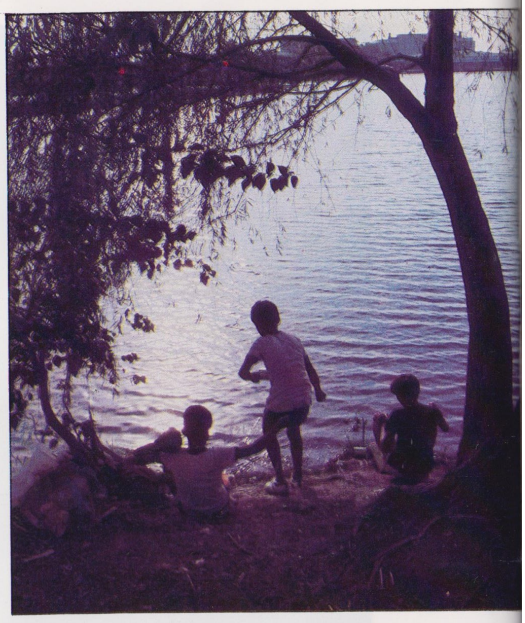
This memorial park in Tandang Sora district is a tourist spot. Its magnificent landscape and monuments are something to behold. The park includes the memorial of Melchora Aquino, more popularly known as Tandang Sora, one of the heroes of the Philippine revolution and, officially, the Heroine of Quezon City.



EMILIO AGUINALDO first President of the Philippine Revolution



Si MALAKAS at si MAGANDA at Himlayang Pilipino



PARKS AND WILDLIFE

The Parks and Wildlife situated near the Quezon Memorial Circle is a haven for nature lovers (young and old). A 80-hectare complex of wooded areas for picknicking or for just leisurely rambling. There is a children's playground and a man-made lagoon for boating. Specimens of the country's flora and fauna including the famous monkey eating eagle are found here.

CHILDREN'S MUSEUM AND LIBRARY, INC. FOUNDATION

Located just across the new Quezon City Hall in East Avenue is the home of arts and literary works of children (up to twenty one years old) , a showcase for their own collections, their master pieces, drama, and musical talents. The CMLFI have, for the past sixteen years, been carrying out a four-point program: talent-development, character development and museum, library and park project.

PHILIPPINE HEART CENTER FOR ASIA

The latest addition to the government's development projects. The Heart Foundation of Asia along East Avenue is among the pet projects of the First Lady, Imelda Romualdez Marcos, equipped with modern and sensitive cardiological instruments, facilities and laboratory especially designed to help those with heart ailments. During its very impressive inauguration on Feb. 14, 1975, heart specialists and surgeons from all over the world graced the historic occasion. With its coming into being, it projected the Philippines as one of the leaders in cardia research and specialization in this part of the world.



PHILIPPINE HEART CENTER for Asia

Rustan's

SUPERSTORE CUBAO

A World Of Shopping Pleasure



Rustan's

Carrying a Proud Tradition of Quality and Service for Over 25 Years

Department Store

MAKATI | HILTON LOBBY

Supermarket

MAKATI

CULTURAL & TOURISM AFFAIRS OFFICE

OFFICE OF THE MAYOR, QUEZON CITY
3rd FLOOR, CITY HALL BLDG., QUEZON CITY, METRO MANILA

The Cultural and Tourism Affairs Office was created by the defunct City Council, under Ordinance No. 7164, S-67. As this Office reaches its 14th year of existence, it has been the initiator, the architect or even the implementing arm of the City Government's intensive campaign for cultural and social development of the community in consonance with the present thrust of our national government for ultimately making every municipality, province and locale of the country worthy of life and co-existence. While pursuing with added vigor and enthusiasm the five areas of services, namely – (1) cultural development, (2) tourist services, (3) social and protocol functions, (4) civic, religious and professional undertaking and relationship, and (5) sports and athletic development, it has adopted strategies to successfully implement multiferious activities such as the formation of committees and commissions, maintaining harmonious working relations with the various civic, religious and professional organizations based in Quezon City, with the end in view of achieving more and utilizing to the fullest the resources of both the government and the private sector as well, to enhance the quality of life of its people.

While the Cultural and Tourism Affairs Office exerts every possible means to enhance and develop our cultural wealth, it also spearheads the projection, the dissemination and the propagation of the City's beauty, progress and achievement among the clients of the visitor industry, known as tourism, domestic and foreign alike. This Office is also soundly pursuing the objective of promoting international goodwill and friendship, accentuated by the forging of healthy ties and the encouragement of exchange programs with cities of other nations in the fields of culture, tourism, science, education and other areas of mutual interest.

And, sports being a part of our culture and cognizant of its pivotal role towards the bringing about of a healthy, reponsive and producive citizenry, this Office actively involves itself in multi-sports undertakings, either by sponsorship or partnership with the Quezon City Hall Employees Athletic Association, the QC Kabataang Barangay, the Barangay Sports Brigades and various sports clubs/associations and consistenly represents the interests of the City Government in Metro-wide and national sports competitions.



Photo by: DH P. HERRAS

QUEZON MEMORIAL Shrine



Quezon City has its own "tourist belt", found in the once quiet district of Kamuning. The Tomas Morato and Timog Avenues and a portion of Quezon Ave., are now dotted with luxurious and exquisite restaurants, disco houses, night clubs, sauna clinics and other shops.

QUEZON CITY'S NEW COAT-OF-ARMS

PROPERTY OF QUEZON CITY PUBLIC LIBRARY

Quezon City was founded on October 12, 1939, 38 years ago today, under Commonwealth Act No. 502. On July 17, 1948, then President Elpidio Quirino signed into law R.A. Act. No. 333 making Quezon City the capital of the Republic of the Philippines. That same year, an official seal for Quezon City was prepared and approved by the Philippine Heraldry Commission and attested by then Executive Secretary Emilio Abello.

The seal was very simple in design: a shield or escutcheon divided diagonally into two parts, one colored red, the other blue, and in the center is superimposed a profile of the city's founder, President Manuel L. Quezon, in an oval frame. The shield or escutcheon is enclosed by a circular border in which are inscribed the texts LUNGSOD QUEZON above and SAGISAG NA OPISYAL below.

On August 1, 1974, then Acting Cultural Officer Francisco B. Alvarez wrote then Mayor Norberto S. Amoranto pointing out that the Quezon City seal had "become outmoded and obsolete in design and symbolism." He suggested that it be re-designed so that it would be "truly symbolic of the metropolis as the capital city of the Republic of the Philippines." In his letter, Alvarez described the main features of the design he had conceived.

Mayor Amoranto endorsed the proposed design to City Architect Luciano V. Aquino for his comment and recommendation. Aquino approved in essence the design proposed by Alvarez with some modifications he himself had conceived. He executed a colored drawing of the proposed design.

On September 11, 1974, Mayor Amoranto forwarded this proposed design of a new coat-of-arms for Quezon City to the Philippine Heraldry Commission, Office of the President, for approval. Upon the recommendation of Dr. Galo B. Ocampo, Technical Adviser on Heraldry, the new coat-of-arms was approved by the Office of the President. The approval was signed by then Assistant Executive Secretary Roberto V. Reyes.

On February 3, 1975, the City Council passed Resolution No. 10320, S-75 adopting the new coat-of-arms for Quezon City as approved by the Office of the President.

When President Marcos issued Presidential Decree No. 940 on May 7, 1976 depriving Quezon City of its distinction as the capital of the country and restoring the title to Manila, the text PUNONG BAYAN NG PILIPINAS on the Quezon City coat-of-arms was changed to REPUBLIKA NG PILIPINAS.

And now for the meaning of the various features in the design of the Quezon City coat-of-arms:



HERALDRY DESCRIPTION OF THE SEAL OF QUEZON CITY

"An equilateral triangle divided azure and gules superimpose the silhoutte of the Quezon Memorial Monument argent with the lamp of Knowledge argent over the azure field dexter and the gavel argent over the field of gules sinister. On the apex of the triangle are three mullets or over a border agent."

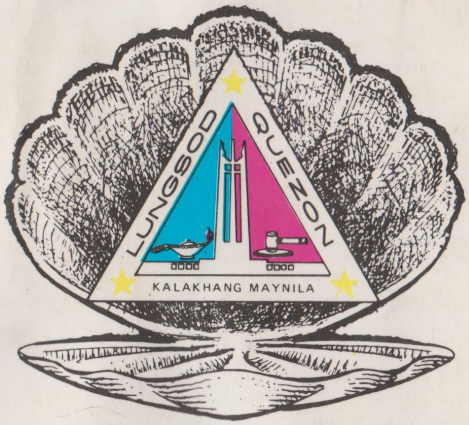
"The text LUNGSOD QUEZON and KALAKHANG MAYNILA complete the border arms."

To help the layman understand the above heraldic description of the Quezon City coat-of-arms, the dictionary meaning of the technical terms used are given below:

azure – of the heraldic color blue
gules – the heraldic color red
argent – n. the silver of a coat-of-arms represented in a drawing or engraving by a plain white surface, symbolical of purity, beauty, etc. adj. silvery white; resembling silver; bright silver.
dexter – appearing or facing toward the right and considered a good omen.
sinister – to or toward the left.
mullet – in heráldry, a star of five points or more.

The three pylons of the silhoutte of the Quezon Memorial Monument represent Luzon, Visayas and Mindanao. The starts suggest the greatness of the late President Quezon while the gavel represent his incomparable leadership. The lamp of knowledge symbolizes the educational progress of the city as the seat of higher learning, exemplified by the state university, the University of the Philippines System. The color scheme of the seal is patterned after that of the Filipino Flag, our national emblem.

By: Atty. Felicidad A. Peralta
City Superintendent of Public Libraries



Prepared by the CULTURAL & TOURISM AFFAIRS OFFICE
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