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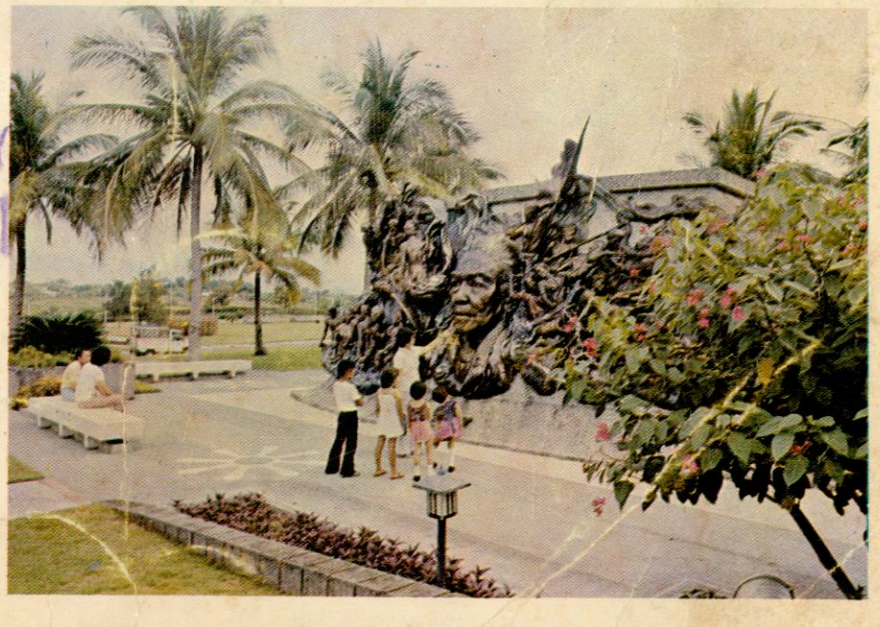
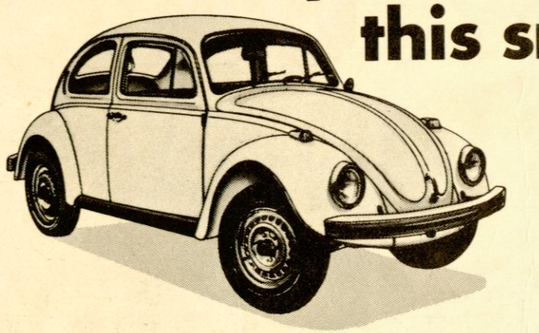


FIRST CITY TOURISM WEEK

SOUVENIR ISSUE
DECEMBER 5-11, 1976

Now here! The VW 1300S.
Newest in the VW 1300 series. At all authorized VW dealers.

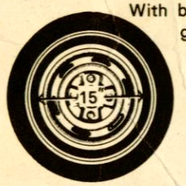
Some people still belittle this small car.



Chances are they know so little about it.

BIG LONG-DISTANCE WHEELS

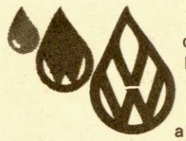
The Volkswagen's 15" wheels are bigger than those of other small cars. With bigger wheels, you get less wear and tear, longer tire life, less engine strain and greater braking surface.



AERODYNAMIC "EGGSHELL" DESIGN

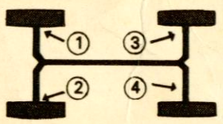
The VW's passenger compartment is formed like an eggshell. It gives the VW an aerodynamically streamlined shape, allowing sustained top speeds of 120-130 km/h. It also maximizes passenger safety. (You're familiar with the rigid packaging design of the eggshell, one of nature's wonders.)

VOLKSWAGEN ECONOMIX



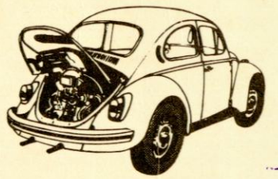
With every VW comes Volkswagen Economix. Made up of fuel and money-saving things like: a regular gas diet (an average of 17 kms./liter), an unlimited mileage warranty, reliable VW PRO Service, readily available VW parts, and the most extensive dealership network (26 dealers nationwide) in the country.

FULLY INDEPENDENT SUSPENSION



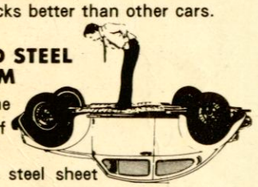
Each of the VW's four wheels go up and down (depending on the road condition) but the car itself remains ever steady. This is why the VW can swallow road shocks better than other cars.

AIR-COOLED REAR ENGINE



The VW engine is superior in two ways. One, it's aircooled. You don't have to worry about the radiator boiling over; there's no radiator, no water to boil. Two, it's rear-mounted. The engine is directly over the driving wheels. Giving maximum traction.

SEALED STEEL BOTTOM



At the bottom of the VW, there's a steel sheet that seals and protects the VW's control systems and cables from harmful objects on the road. Most cars don't have this protection.

HIGH RESALE VALUE



The VW has a higher resale value than most cars. The VW's durable design (which incidentally never goes out of style) makes its market value go up rather than go down, even after years of use.

Some people still don't know all these virtues of the Volkswagen that have made it the most popular car in the world.

It's sold in over 140 countries and 27 million people have already invested in it (40,000 in the Philippines).

Some people just don't know what they're missing.

If they only knew.

Convenient financing plans available at all authorized VW dealers.

Few things in life work as well as a Volkswagen.

DMG

Save energy. Save yourself! ENERCON

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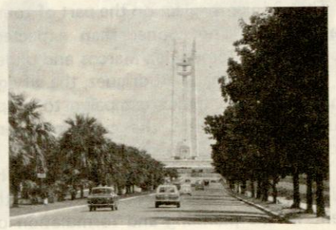
OUR COVER



In Pingkian, Tandang Sora district, down where the city's housing sprawl thins into a verdant, carefree frontier away from the hustle and bustle of city life is Himlayang Pilipino, a memorial park dedicated to the Filipino revolutionists who gave up their lives for their land and their people. One of Quezon City's top tourist spots, it is here where the legends and myths of our people and the history of our land have been given concrete form in murals and sculptures. Here too stands the monument of Tandang Sora, beneath which her remains are interred. Depicted in murals and sculptures are Gabriela Silang, wife of Diego Silang, who carried on the fight for freedom after the assassination of her husband; Teresa Magbanua, the Ilonga "Joan of Arc," who refused to surrender to the Americans in 1900, and the Cry of Pugad Lawin. The "Cry" was highlighted by the Katipuneros tearing of their cedulas to signify their defiance of the Spanish regime. The event led to the discovery of the Katipunan and the start of the Filipino uprising against Spain. Himlayang Pilipino also chronicles in sculpture important epochs in Philippine cultural evolution, including the legendary first man and woman, Malakas at Maganda; Francisco Baltazar's immortal work, Florante at Laura.



The towering Quezon memorial monument has emerged as one of the city's major tourist attractions. At the base of the fine structure lies the Quezon museum now being developed to house priceless Quezoniana collections to be preserved as a lasting legacy to the memory of one of the greatest leaders and statesmen produced by the country.

Quezon City's new thrust in tourism

Inspired by the Metro Manila Governor, the city government has embarked on a major campaign to pinpoint potential tourist spots within the city limits and to develop them at the earliest possible time.

Quezon City, long overshadowed by Manila as a tourist haven, is out to carve a name of its own in the world of tourism.

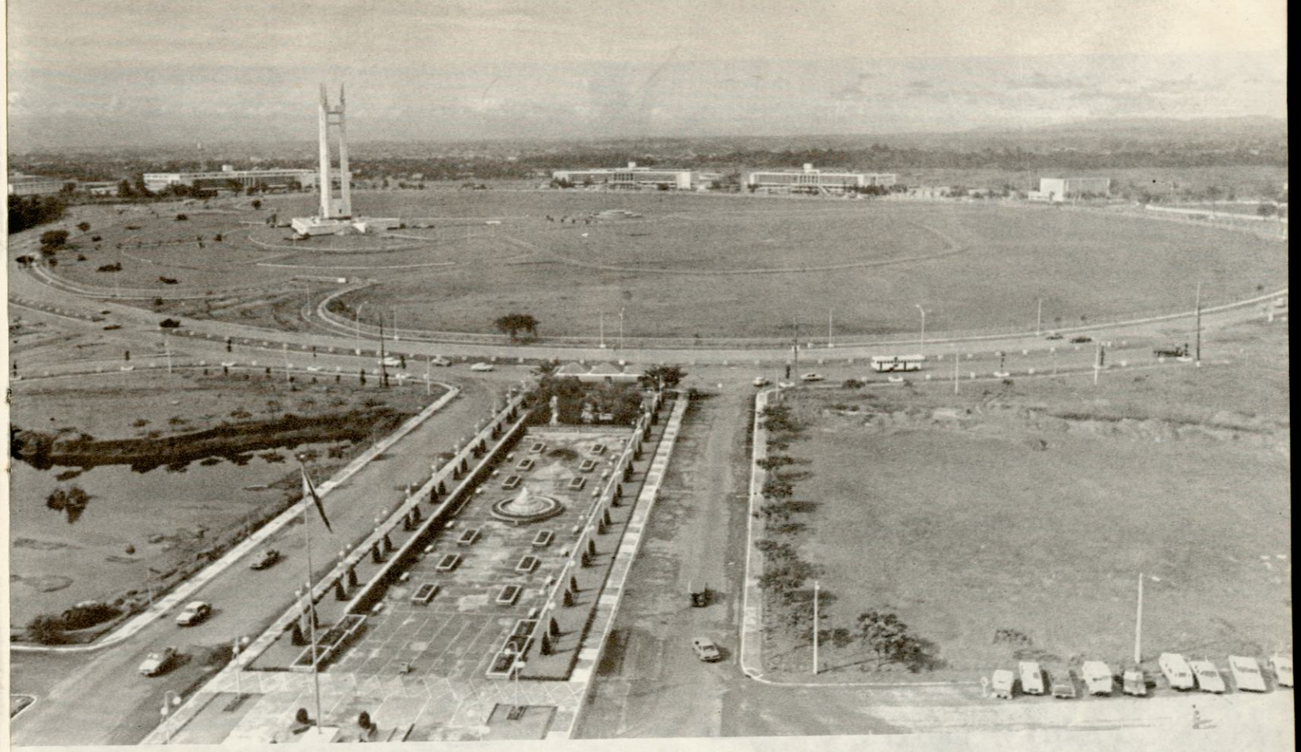
Although it is endowed with potentially attractive sceneries and historic spots, the former capital of the country has always been cast as a poor cousin to Manila in terms of tourist lures – a place for foreign visitors to go to after a sojourn of the moated walls of Intramuros, the Luneta Park, Fort Santiago or on the way to Baguio and other points up north.

Somehow, except for the University of the Philippines, the city, all 15,700 hectares of it, has never rated as a "must" place to visit in the current tourist guide books.

That benign neglect on the part of tourism promoters may be changing sooner than expected. Inspired by Gov. Imelda Romualdez Marcos and under the direction of Mayor Adelina S. Rodriguez, the city government has embarked on a major campaign to pinpoint potential tourist spots within the city limits and to develop them at the earliest possible time.

To achieve this goal, Mrs. Rodriguez has formed the Quezon City Board of Tourism to help the city government in the planning and formulation of policies and programs to develop tourist spots and promote tourism.

The tourism board is headed by well-known Quezon City businessman Modesto Enriquez of the Sulo Hotel enterprises. The other members of the board are Juan San Miguel, vice-chairman; Francisco 'Pate" Alvarez, who also acts as executive secretary of the board; Feliciano Cabrera, Mel Parale, Gerardo Magat, Andres Torres Yap, George L. Banal, Pete Morato, Rolando Asis, Josefa Saniel, Carlos Rances, Valentin Asuncion, Jr., Alberto Galarpe and Florentino Lapus.



The Quezon Memorial Park, the country's biggest city park, will soon become a sight to behold and a place to visit. Plans are afoot to develop the park into a multi-million-peso park complex complete with mini-forest, playgrounds and other recreation facilities comparable to the best in the world.

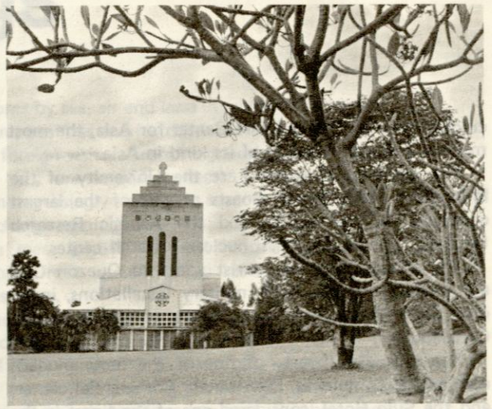
The initial task of the board is to pinpoint the potential tourist attractions that should be given priority in the development program. Already, the board has divided into seven general categories the possible tourist spots that it will develop as priority areas. These are: historical places, parks, hospitals, education, communications, military installations, commercial centers and churches.

Included in the heading under historical places are barrio Banlat, Novaliches, the birthplace of Tandang Sora, the Mother of the Katipunan; Pugad Lawin, also in Novaliches, where Andres Bonifacio, founder of the Katipunan tore his residence certificate as a sign of defiance of the Spanish government, starting the Filipino uprising against the Spanish regime.

Another historical site to be developed is the place in barrio Silangan, Constitutional Hill, Diliman where General Henry Ware Lawton was killed on Dec. 19, 1899 in an encounter with Katipuneros.

Himlayang Pilipino has emerged as Quezon City's newest tourist attraction because of its many historical shrines on gently rolling terrain and magnificient landscaping. The bones of Melchora Aquino, known in Philippine history as Tandang Sora, one of the heroes of the revolution, are interred in Himlayang Pilipino.

The parks to be developed or already developed include the Bernardo Park, Quezon Memorial Circle, La Mesa Dam, Balara Filters, Parks and Wildlife Office Nature Center, and the Zoological and Botanical Garden.



The Filipino's religious tradition is depicted by the presence of centers of worships in practically every locality as the one shown here at the St. Luke's Hospital, one of the country's finest.

Quezon City's two most well-known government hospitals are Quezon Institute, which was named after the late President Quezon, himself a victim of tuber-



History, superb landscaping and beautiful sights combine to make Himlayang Pilipino one of the country's newest tourist attractions. A scant 10-minute drive from Quezon City hall, Himlayang Pilipino affords visitors a glimpse into key periods in Philippine history, and the men and women who led the country in the historic struggle for freedom and independence.

culosis; and Philippine Heart Center for Asia, the most modern and sophisticated of its kind in Asia.

The educational centers are the University of the Philippines (UP), which boasts of one of the largest campuses in the world; and the Atomic Research Institute, the country's first nuclear research center.

The other potential tourist spots in Quezon City are broadcasting networks, military installations, including Camp Aguinaldo, headquarters of the Philippine Constabulary.

The city also boasts of one of the most modern commercial complexes, the Araneta Commercial center, and the Sulo Hotel, considered one of the finest in the country and the city's only first class hotel.

The Araneta Coliseum is reputedly the biggest domed coliseum in the world. It has been the site of a variety of international performances ranging from musical concerts to athletic events, including the third meeting between world heavyweight boxers Muhammad Ali and Joe Frazer in what was dubbed as the "Thrilla in Manila."

The two churches in the area that can easily draw tourists are the San Francisco church in San Francisco del Monte, the second oldest church in the Philippines, and Sto. Domingo Church, one of the biggest and oldest Catholic churches in the country.

Quezon City's tourism development program should encounter no unusual difficulty. The city, which is situated in the Manila Bay Region, is among the eight priority areas of the Department of Tourism's (DOT).

Under Letter of Instructions No. 75, all heads of "departments, agencies, provincial, city and municipal officials" are directed to "concentrate efforts in developing tourist facilities and infrastructures" in these areas.

This means that Quezon City can avail of much-needed government assistance in its tourism program.

For the city, the development of tourism is both a matter of pride and hard economic imperative. Although it is five times bigger in area that Manila, seven or eight times that of Pasay City, and twice that of Caloocan City, Quezon City so far can boast of only few outstanding tourist attractions, notably the University of the Philippines, Sto. Domingo Church and the Araneta Commercial Complex.

Moreover, tourism brings in huge revenue which the government needs to finance its ever-expanding programs and service facilities.

TOURISM

a significant force in the country's foreign exchange earnings

By L. REBAMONTAN

They come by sea, air and land in search of recreation and pleasure, business and for other reasons. Balikbayans and other foreign visitors from neighboring and faraway countries, they are known collectively as tourists: a new and an increasingly significant force in the country's foreign exchange earnings.

From a mere 84,015 in 1965, tourist arrivals in the Philippines rose to 144,071 in 1970, to more than 500,000 last year.

This was the magic figure the Department of Tourism (DOT) predicted would be achieved in 1975.

Since 1965, Philippine tourism has never looked back, in a manner of speaking. Every year since then, the number of arrivals continued to soar. By the end of 1975, exactly 502,211 visitors came to the Philippines, generating a total of $155,217,213.86 for the country's coffers.

In money terms, this was roughly $61 million more than the projected income of $94 million for the year,

or some $3 million more than the expected earnings of $147 million in 1977.

Reviewing its performance in 1975, the DOT said that as a "business proposition, the (tourist) industry has had a fast increasing effect on the economy. It has not only helped attain a more favorable balance-of-payments position for the country, it has also generated demand in the services sector and affected employment opportunities and markets for export goods. Computed at $155 million and a multiplier effect of 3.2, the industry earned a total of $496 million in 1975."

On the basis of the 1975 figures, a tourist was estimated to have spent $261.30 for the entire duration of of his stay here computed at an average of 7.76 or 7.8 days. Of his total expenditures, $60.44 went into accommodation, $63.52 for shopping, $34.41 for entertainment, and $14.55 for miscellaneous.

The Balikbayan, on the other hand, spent $500 for the duration of his stay, computed at an average of 21 days. It is significant to note that the Balikbayans soared to No. 2 slot as the country's leading tourist arrivals behind the Japanese.

The Americans, who used to occupy No. 1 position, were down to No. 3 in 1975.

The stepped up government tourism program is expected to improve considerably the Philippine position in the ASIAN tourism market.

For purposes of developing tourist facilities and infrastructure, eight priority areas have been pinpointed in the current tourism drive. These areas are:

1) The Manila Bay Region, particularly, but not limited to, Intramuros and Nayong Pilipino, the provinces of Rizal, Cavite, Batangas, Mindoro, Laguna, Bulacan and Quezon;

2) The Northern Luzon provinces starting from Ilocos Norte following the western coastline down to La Union, and including the mountain areas of Baguio, and the Mountain Provinces, particularly Bontoc and Banaue, the province of Nueva Vizcaya, and the old churches in the Ilocos provinces, as well as the province of Pangasinan, particularly the Hundred Islands;

3) Cebu, Bohol, Leyte, particularly the Magellan and Lapulapu monuments and Fort San Pedro in Cebu, the Chocolate Hills in Bohol, the San Juanico Strait and Tacloban in Leyte, and Limasawa Island;

4) The Bicol Region, particularly the famed Mayon Volcano, Cagsawa ruins and Calayukay beach, Tiwi Hot Springs and Bulusan lake;

5) Zamboanga, particularly Fort Pilar and Dapitan;

6) The Lanao area, the center of Muslim culture with its picturesque mosques;

7) The Iloilo – Negros complex; and

8) The Davao provinces, including Samal Island and Mount Apo.

These tourist priority areas were selected on the following considerations:

1) Uniqueness of tourist attractions;

2) Concentration of tourist attractions;

Hundreds of young Japanese tourists visit the Luneta Park as part of their package tour of the Philippines. The Japanese have dislodged the Americans from No. 1 spot in the Philippine tourist chart.





The First Lady and Metro Manila governor, Mrs. Imelda Romualdez Marcos, admires a collection of orchids from ASEAN countries (Indonesia, Malaysia, Singapore, Thailand and the Philippines). The First Lady is encouraging the cultivation of orchids and flower gardens throughout the country as part of the government's tourist-promotion program.

3) Availability of accommodation facilities and other services; and

4) Accessibility using all modes of transportation with special emphasis on air transport.

In his report on the government's tourist development program of 1975, DOT Secretary Jose L. Aspiras said:

"The priority program of developing known and identified tourist destinations in Greater Manila and other parts of the country is being carried out as an integral part of the Four-Year Plan, through a coordinated harnessing of private and government resources.

"The bulk of the massive investments required by this program will be shouldered by the government, representing the cost of infrastructural projects like roads, bridges and airports that will link the different tourist priority areas of the country.

"The private sector, on the other hand, will participate more particularly in the areas of accommodation and transport. According to estimates, the amount of private investments required for the Four-Year Plan is in the order of $300 million."

There is no doubt that with the government's total commitment to the development of tourism, the Philippines will emerge as one of the leading tourist destinations in Asia.



Two pretty foreign tourists examine Philippine cottage industry items during a tour of Manila's tourist belt area. Native products, ranging from woodcarvings to clothing materials, fetch high prices in the international tourist market.



Mayor Adelina S. Rodriguez admires a Quezoniana item on display at the Quezon City museum gallery. She was accompanied to the museum by representatives of civic and professional organization assisting in the renovation and improvement of the gallery.



Formerly a veritable dungeon, the big open space at the foot of the Quezon monument at the Elliptical Circle is now a museum housing invaluable Quezoniana. The project is being sponsored by the city government in cooperation with the tourism board and various civic organizations.

METRO MANILA

7-point program boosts tourism



The First Lady and Metro Manila governor, Mrs. Imelda Romualdez Marcos, goes over the plan on the restoration of the San Agustin church and its adjoining museum and convent with Antolin Abad, Jesus Encinas and Miguel Manuque. The renovation and restoration of historical landmarks is in line with the First Lady's seven-point priority program for Metro Manila.

By VAL ABELGAS

Quezon City's potential as a major tourist destination has remained untapped for years. Manila, with all its exciting night life and magnificent historical spots like Fort Santiago and Intramuros plus the splendor of world-renowned Rizal Park, remains the dominant tourist spot in the metropolitan area.

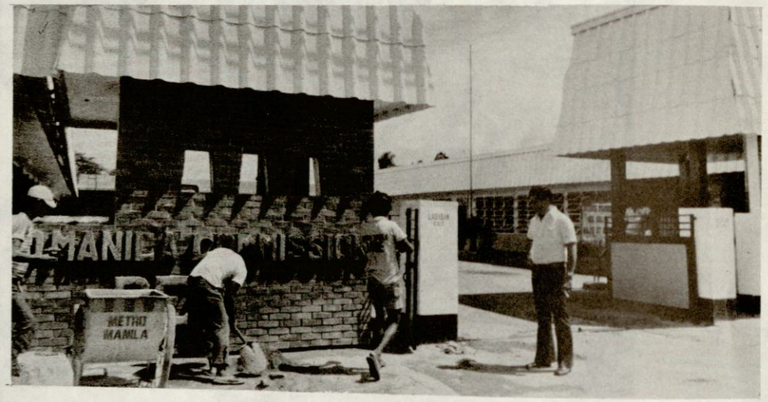
But Quezon City does not have to compete with Manila. It only has to get a bigger share of the tourism pie. It only has to contribute more to the development of Metro Manila as a major tourist capital in Asia.

However, with the launching a few months ago of Metro Manila's seven-point program, Quezon City residents became aware of the rich potentials of the city as a tourist hub.

Under this program, at least four of the seven priority projects approved by the First Lady, Metro Manila Gov. Imelda Romualdez Marcos, involve 14 towns and cities of Metro Manila.



The Metro Manila Commission cleanliness drive has ketp Metro Manila streets cleaner than ever before. Hundreds of Metro aides keep a constant two-shift work schedule to keep streets clean and sanitary. A female Metro aide is shown literally wielding a broom on East Avenue street leading to the Quezon City Hall building on background.



City Architect and concurrently Metro Manila North Sector Environmental Manager Luciano V. Aquino supervises work on the NSE offices along Epifanio delos Santos highway opposite the Channel 7 television station. The offices of the city's department of public services, which used to be housed in shabby buildings, have been renovated in line with the old saying that cleanliness begins at home.

The seven priority projects are:

1. Construction and development of health clinics.
2. Construction and improvement of mini-parks.
3. Construction and care of public markets.
4. Sports development.
5. Beautification and restoration.
6. Promotion of cultural activities, and
7. Tree planting.

While all these projects are ultimately geared toward improving the quality of life of the citizens of Metro Manila and in making the metropolis truly a "city of man," most of these programs would consequently help make the metropolis a tourist paradise.

The four projects which would directly affect the tourism potential of Metro Manila, and consequently, Quezon City, are the construction of mini-parks and recreation areas, beautification and restoration projects, promotion of cultural activities and tree planting.

What gives an added ray of hope for the development of tourism in Quezon City is the city government's proven ability to religiously implement its projects.

Under the inspiring administration of lady Mayor Adelina Rodriguez, Quezon City has shown how teamwork can do wonders to keep a city clean, beautiful and attractive.

Ably complementing the national and city government efforts to promote tourism are the various Kabataang Barangays under the coordination of Eric Ines, projects executive officer for KB activities.

The youths' involvement in these projects has been accentuated by the active participation of Imee Marcos, the eldest daughter of President and Mrs. Marcos.

Imee has been keenly involved in various youth projects, underscoring the importance the First Couple attaches to the role played by the young in nation-building.

Balikbayans, local tourists and even residents themselves are astonished by the cleanliness of the city.

Meanwhile, the city — in cooperation with authorities from the Metro Manila Commission, led by Mrs. Marcos and MMC Executive Secretary Eduardo Soliman Jr., and the Department of Tourism — has been studying ways to restore the various historical spots in the city such as the Quezon memorial monument and Bonifacio monument in Balintawak.

Lending active assistance are various MMC action officers, including Directors Serafin L. Cui and Silvestre Sarmiento.

Already blooming with ornamental plants and trees throughout its main streets and highways, the city still continues to plant more trees as experience has shown that trees still attract even the most sophisticated of tourists.



DLGCD Assistant Secretary and concurrently MMC Executive Secretary Eduardo Soliman Jr. (with microphone), representing the First Lady and Metro Manila governor, Mrs. Imelda Romualdez Marcos, briefs top officials of the Metro Manila Commission on the launching of the seven-point priority program to make Metro Manila a better place to live in.



Imee Marcos, eldest daughter of President and Mrs. Marcos, confers with Metro Manila Commission Executive Secretary Eduardo Soliman on the progress of the "Kulay Anyo Ng Lahi" cultural project participated in by youngsters. Imee spends a great deal of her time among the various youth groups all over the country to spearhead youth-oriented government programs.

Also a great sight that has added color and beauty to the city is the presence of Love Buses of the Metro Manila Transit Corp., at the same time giving the more adventurous tourists a rare chance to see the city while comfortably seated in an air-conditioned bus.

The Quezon Memorial Circle and the National Parks and Wildlife Office nature habitat in the same national park area of the city has already attracted droves of local tourists into the city. With more development projects lined up, the city can expect to lure foreign tourists to these tourist spots.

The city government has also constructed at least seven mini-parks, which have added to the beauty of the city.

These mini-parks alone can easily make Quezon City the Philippine version of Washington D.C., or as a prominent newsman said in an article in Quezon City Today, a souvenir magazine for the city's 37th foundation anniversary celebration last month — a Berlin of the Far East.

Domestic Shipping: untapped link in RP tourism

By SAMMY SEÑOREN

Domestic tourism is one aspect of the hospitality trade that is yet to be fully exploited by the interisland shipping industry.

And the reason is simple. There are not enough ships or bottoms to service local tourists.

As a general rule, interisland ships are still primarily used to transport and move passengers and cargo among the country's more than 7,000 islands.

Though shipping is one mode of transportation the Philippines cannot do without both as an industry and as a necessity, it has not really grown as fast as the demand of the domestic trade for more vessels to adequately service its requirements.

For example, shortly after the Second World War, the US government turned over to the Philippines 43 ships of the FS and T types under the Surplus Property Agreement between the US and the Philippine governments.

These war surplus ships later became the backbone of the interisland maritime fleet after they were sold to private Filipino shipowners.

These vessels have evaded the scrapyards and are still very much on the scene — aged but serviceable partly due to the same Filipino ingenuity which also brought about the birth of the jeepney.

Though shipping is one mode of transportation the Philippines cannot do without both as an industry and as necessity, it has not really grown as fast as the demand of the domestic trade for more vessels to adequately service its requirements.



Tourists go down the ramp of a luxury passenger ship shortly after their arrival at Manila's south harbor. Thousands of tourists arrive in the Philippines every year making the country one of the leading tourist drawers in Southeast Asia.

As far as ferrying domestic tourists is concerned, there are very few available ships that can concentrate full time on this aspect of the trade.

Most of the ships that have tourist facilities such as air-conditioned cabins, recreation saloons, or swimming pools are servicing the major domestic routes and passengers ride in them not so much for the pleasure and the leisure that tourists expect as for the comfort and speed that commuters want.

Ships of this category are less than 10 years old and they belong to the new generation type of vessels with speed as its principal asset.

To name a few, such types of ships will include *Cebu City* and *Manila City* of William Lines, *Doña Ana* and *Don Sulpicio* of Sulpicio Lines, *Sweet Faith* of Sweet Lines, *MV Aklan* or *MV Juan* of Aboitiz Shipping Corp., or the *Doña Monserrat* of Negros Navigation.

These ships ply the Manila-Cebu, Manila-Bacolod-Iloilo, Manila-Davao-Zamboanga run which are the key interisland shipping routes.

This new class of domestic vessels can carry a full load of passengers ranging from 600 to 1,200 at cruising speeds of from 13 to 20 knots.

Of these ships, only the *Doña Monserrat* of Negros Navigation is what may really be classified as a tourist ship.

In fact, the *Doña Monserrat* is a cruise ship. It conducts island-hopping tours for both foreign and domestic tourists on either regular or charter basis.

The make-up of the country's interisland fleet is such that at present only 10 shipping firms control about 39 per cent of the total number of ships and almost 60 per cent of total domestic tonnage.

These companies have a total of 146 vessels out of the country's total interisland fleet of 385 ships. These shipping entities and the number of vessles they own are as follows:

Lusteveco, 23; Compania Maritima, 14; Sweet Lines, 14; Sulpiciol Lines, 20; William Lines, 18; Aboitiz Shipping Corp., 19; Negros Navigation, 7; Gothong/Lorenzo,

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11; Hijos de Escaño, 10; and Seven Brothers, 10.

The limited number of ships in the interisland route is principally caused by the very nature of the industry itself.

Shipping is a capital intensive industry and the investments do not immediately give out returns as fast as other industries.

Because of this, the government is accelerating its support to the industry.

The make-up of the country's interisland fleet is such that at present only 10 shipping firms control about 39 per cent of the total number of ships and almost 60 percent of total domestic tonnage.

The board of investments, for example, included shipping as a preferred investment area under the First Public Utilities Plan (PUPP).

The plan aims "to assist the interisland shipowners and operators, through investment incentives, in promoting the rational development of shipping industry to meet the requirements of trade and commerce, to serve as catalyst to industrial development, to complement government activities in accelerating increased agricultural production, and to satisfy the needs of public transportation service."

PUPP – registered shipping firms under the Investment Incentives Act (RA 5186) are entitled to several incentives among which are:

– Deduction of organizational and pre-operating expenses.

– Accelerated depreciation – fixed assets may be depreciated to the extent of not more than twice as fast as the normal rate of depreciation if expected life span is 10 years or less; or depreciated over any number of years between five years and expected life if life expectancy is more than 10 years.

Tax exemption on imported capital equipment (such as vessels) – subject to certain conditions, importations of machinery and equipment, and spare parts shipped with such machinery and equipment, shall not be subject to tariff duties and compensating tax within seven years from the date of registration of the enterprises.

Search for tourist spots underway

The men: businessmen, journalists, government officials, civic and professional leaders – all leading citizens of the city. The mission: to develop the city into one of the country's major tourist centers.

This task has been assigned to the Quezon City Board of Tourism created by Mayor Adelina S. Rodriguez.

Under Proclamation No. 8 issued by the Mayor last July, the main function of the board is to assist the "City Administration in the development of Quezon City as an attractive, potential tourist spot and in the promotion of tourism that shall redound in the boosting of tourism in this city."

Immediately after its creation, the board decided to undertake the necessary steps designed to realize its reasons for being.

The initial step undertaken by the board was to pinpoint potential tourist spots in the city and to accelerate their development.

On the basis of its survey, the board recommended to Mayor Rodriguez the places, institutions and landmarks that should be given priority in the city's tourist development scheme. They include the Balara Filter in Diliman, Parks and Wildlife Office Nature Center, Quezon Institute, Philippine Heart Center, the University of the Philippines and the Atomic Researh Institute.

Also recommended for priority development are communications networks such as the Kanlaon Broadcasting System and the Interisland Broadcasting Corporation.

In a nutshell, the city's tourist spots is a remarkable blend of the very dominant elements that make the metropolis throb with life and hope: cultural landmarks, health and education, business and religion.



Members of the Quezon City Board of Tourism listen to a briefing by a Magnolia plant lady employee on the mechanics and operations of the ice cream complex. The board visited the Magnolia plant in the course of its survey of existing and potential tourist attractions in the city lined up for development.

As a commercial center, Quezon City is renowned for its sprawling Araneta complex in Cubao, one of the country's fastest-growing business centers.

Another emergent tourist spot is the Himlayang Pilipino, a memorial park that endeavors to perpetuate the memory and deeds of Filipino heroes "in stone and bronze in the hope that we who have come after them and those who will come after us may give life to their ideals and continue to strive for the realization of the visions that dwelt in their minds and hearts."

After only a few months, the Quezon City Tourism Board has already come up with a blueprint for the program of developing tourism in the city – a big step toward the realization of its objectives.



Entries in the "Kulay Lahi" art competitions are inspected by the First Lady and Metro Manila governor, Mrs. Imelda Romualdez Marcos, and a group of well-known Filipino artists. The art competition was held in line with the First Lady's program to encourage cultural activities and the promotion of tourism. From small boards, many of the paintings have been enlarged several times to cover entire exterior walls of big buildings.



A new architectural landmark is about to rise in Diliman. The UP Alumni Hall of Fame will be constructed in the UP campus. Shown above is the perspective of the proposed ₱4-million edifice designed by Architect Victor Tiotuyoc, UP architecture professor and former president of the League of Architects of the Philippines.

Memorable month in '74

The world's most beautiful women gathered in the Philippines in July 1974 for the Miss Universe '74 beauty pageant, and for a long period the excitement, color and drama of the most prestigious beauty contest in the world kept the Filipinos spellbound. In Quezon City, the local government as well as private organizations took turns in showering the visiting beauty queens with the legendary Filipino hospitality. Welcoming the Miss Universe contests to the city, former Mayor and Mrs. Norberto Amoranto tendered a modest party in honor of the contestants, including Misses Puerto Rico, Nicaragua, Sweden, Senegal, Surainam and Panama (bottom). The second district of Quezon City also tendered separate reception for 3 beauty contestants who were "adopted daughters" of the district, on the initiative of Sanggunian member and chairman of the tourism committee of the defunct city council, Andres V. Genito (lower right). The three "adopted daughters" of the second district — Misses Puerto Rico, Turkey and Finland — left a "living" souvenir for city residents in the form of three molave trees which they planted in the city hall quadrangel. Also in Quezon City, Miss France was "adopted" by the armed forces of the Philippines. Miss France visited Camp Aguinaldo to attend simple but moving ceremonies honoring her as "adopted daughter" of the AFP (upper right).









A new multi-million-peso edifice will rise soon at the University of the Philippines compound in Diliman. Completion of the Asian Institute of Tourism building is expected to boost the country's bid not only as a tourist center but also as a leader in tourist training and education.

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Quezon City

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96-51-23

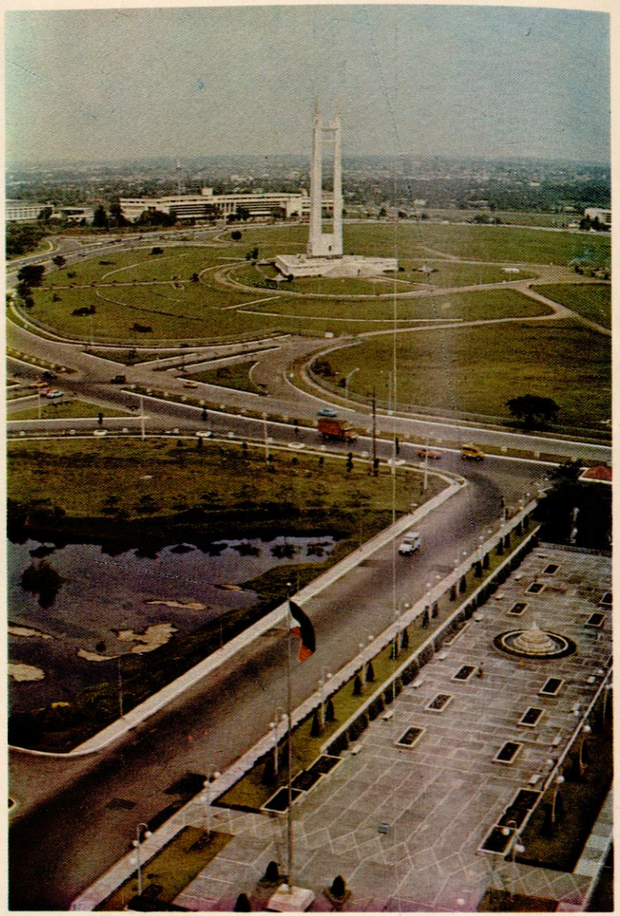
TELEX:



The Andres Bonifacio Monument at the Cloverleaf in Balintawak, once a forgotten historical landmark, is now one of the city's tourist spots. Notwithstanding a series of typhoons, work on the restoration and beautification of the monument was completed in a record time of two months in time for the International Monetary Fund (IMF) convention last October. The project, which was undertaken by the city government in cooperation with the Metro Manila Commission, was supervised by city architect Luciano V. Aquino, a former board examiner for architects.



If Venice is famous for its canals, Quezon City is noted for its beautiful rotondas. One of these rotondas forms the intersection of West Avenue-South Avenue-Quezon Blvd. road network (photo above). Other big rotondas are located in Balintawak and in various intersections of the Epifanio delos Santos highway.



Panoramic, refreshingly clean — that is the view from atop the Quezon City hall building of the Elliptical Circle, the Quezon City monument and beyond (upper photo). The Quezon monument, the repository of the country's Quezoniana, is among the famous landmarks being developed by the city government and the tourism board, with the active involvement of civic groups, particularly the Capitol Jaycees, into a tourist attraction. The reflection in the limpid pool (photo below) is that of the Quezon City hall, itself a tourist attraction.





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.



Wide, clean tree-lined streets give Quezon City a much-needed breathing space and a sense of freedom from the choking population press of the burgeoning metro area. Trees and other plants are being carefully cultivated to give the whole area a "green" freshness in line with the beautification program of the First Lady and Metro Manila governor, Mrs. Imelda Romualdez Marcos. The burden of maintaining the cleanliness of the city streets rests on hundreds of Metro Manila aides like the woman shown above.

An architectural marvel in itself, the Philippine Heart Center for Asia (below) is also the region's best-equipped heart hospitals. A project of the First Lady, the heart center has won worldwide acclaim for its service to the medical needs of cardiac patients.





One solitary soul does not a nation make but, as photo above shows, one little boy can be a world unto himself. The scene is the Galas mini-park, a former squatters' haven transformed into a model promenade and playground by the MMC.

QUEZON CITY TOURISM WEEK*

DECEMBER 5-11, 1976

- the event in a nutshell
- the QC board of tourism
- messages
- the orchid garden
- executive order no. 8
- QC proclamation no. 8

* A PROJECT OF THE QUEZON CITY TOURISM BOARD

Some people are frightened by the word revolution, for it is so often associated with war and violence, with hatred and destruction. This is not the kind of revolution we are launching today. It has nothing to do with political parties or conflicting ideologies; it is a crusade motivated by love, not hate; it seeks to build, not to destroy; its goal is not death, but life, and that more abundantly.

– First Lady, IMELDA R. MARCOS
in her speech delivered at the launching of her project, the Green Revolution, at the Nayong Pilipino, April 17, 1971.



FIRST LADY

Republic of the Philippines
Department of Tourism
Manila

MESSAGE

The Department of Tourism is happy and encouraged to observe the reinvigorated commitment of Quezon City to the cause of Philippine tourism.

The celebration of Quezon City Tourism Week should awaken the residents of the city to the economic and social importance of tourism, and to make them appreciate their city's tourist attractions. Quezon City has much to offer both foreign and domestic tourists; shopping centers, entertainment complexes, fine restaurants, etc. All it needs is an aggressive promotions program backed by the residents, especially those directly involved with the hospitality industry. The celebration of Tourism Week should provide the momentum for this effort.

Congratulations to the Quezon City Board of Tourism for reviving the spirit of tourism in that community, and may Tourism Week be a success.



Sec. ASPIRAS

JOSE D. ASPIRAS
Secretary

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



MESSAGE

Philippine Tourism, which was enveloped in hopeless obscurity a few years back, is now in the forefront of our national consciousness. Every sector of our society is eager to contribute its share because the current success of tourism awakens in us our deep sense of national pride.

Our pride stems from the absolute truth that our land and country abounds with numerous natural gifts. We have natural locales of scenic beauty, unique landmarks of historical importance, and people endowed with genuine hospitality with inborn traits of making friends with strangers.

Thanks to the encouragement given by the administration of President Ferdinand E. Marcos, and to the indefatigable support by the First Lady, Mrs. Imelda Romualdez Marcos, the Metro Manila Governor, our Republic was rightly given its rightful place in the international map of tourism.

Quezon City, therefore, should not be remiss in her obligation to the continuing success of tourism. We should not lag behind in the sweeping development of enriching our natural gifts and, in so doing, help promote one of the country's premier industries.

In this score, the Quezon City Board of Tourism is, fortunately, worthy of laudation in the performance of its duties and obligations. We should, however, not sit on our laurels. Much is still needed. We must be worthy of the First Lady's aspiration to make our city a living monument of history and culture.

(Mrs.) ADELINA S. RODRIGUEZ
City Mayor

QUEZON CITY BOARD OF TOURISM



MESSAGE

With distinct privilege and pleasure I am extending my greetings to everyone, specifically to our co-residents in Quezon City, on the occasion of the celebration of the First Quezon City Tourism Week.

Challenged by multiple civic activities and confidence entrusted on us by Her Honor, Mayor Adelina S. Rodriguez, our Quezon City Board of Tourism is being expected to assist the City Administration in the development of the City as an attractive potential tourist spot and in the promotion of tourism that shall redound in the boosting of tourism revenue in Quezon City. Towards this end, our Board had drawn a comprehensive development plan on tourism and had submitted some appropriate recommendations.

With this objective towards tourism, we are realizing the genuine enthusiasm and greater involvement of the private sector.

With the initial show on tourism-consciousness of the members of the Board from both Civic and Business sectors and, in partnership with those representing the city government, we are now presenting the City Administration and the city residents with our cultural oriented program during the scheduled seven-day Tourism Week.

We hope our humble projects will help accelerate the growth of tourism as an industry of the City, and, shall eventually enhance the image of our loved Quezon City.

MODESTO C. ENRIQUEZ
Chairman

The QC Executive Order No.8

In line with the extensive program on Tourism that the Philippine Government is presently undertaking and the full support and involvement that Quezon City has been directly extending to this project since the advent of the New Society, a Quezon City Board of Tourism is hereby created designating the following as Chairman and members thereof:

Mr. Modesto Enriquez	– Chairman
Kgg. Juan San Miguel	– Vice-Chairman
Arch. Gerardo Magat	– Member
Mr. Andres Torres Yap	– Member
Mr. Jorge Banal	– Member
Mr. Jose Morato	– Member
Mr. Rolando Asis	– Member
Dra. Josefa Saniel	– Member
Mr. Mel Parale	– Member
Engr. Feliciano Cabrera	– Member
Kgg. Carlos Rances	– Member
Atty. Valentin Asuncion Jr.	– Member
Mr. Alberto Galarpe	– Member
Mr. Florentino Lapus	– Member
Cultural Affairs Officer	– Executive Secretary Member

The Quezon City Board of Tourism shall convene immediately in a meeting to be arranged by the Board Executive Secretary-Member to attain the objectives of this Order.

Further, reports of its meetings and accomplishments be submitted from time to time for the information and guidance of the undersigned.

This amends previous Memoranda, Executive Orders and Circulars inconsistent hereto.

JULY 26, 1976

(SGD) (MRS.) ADELINA S. RODRIGUEZ
City Mayor

QC Proclamation No.8

WHEREAS, tourism properly deserves the City Government's immediate and priority attention;

WHEREAS, the City's tourist industry still represents an untapped resource base towards an accelerated Socio-Economic Development of Quezon City;

WHEREAS, consistent with the ideals of the New Order, it is the objective of the City Government, among other things, to nurture and promote Philippine Culture, to preserve and protect the cultural properties of the City, to encourage foreign tourists to visit Quezon City, and, in general, to enhance the image of Quezon City;

WHEREAS, the City Government, in cooperation with the Capitol Jaycees and the Quezon City Barangay Secretariat & Action Center, has launched the establishment of the Quezon City Museum, the selection of the Miss Quezon City Barangay Secretariat & Action Center, has launched the establishment of the Quezon City Museum, the selection of the Miss Quezon City Tourism, and the Photo-Tourism contest to accelerate the growth of tourism in the City as an industry;

NOW, THEREFORE, I, ADELINA S. RODRIGUEZ, by virtue of the power vested in me by the Charter of Quezon City, do hereby declare the period from December 5 to 11, 1976, as Quezon City Tourism Week, and urge the citizens of Quezon City to support and properly observe this Week to achieve its objectives.

Quezon City, September 7, 1976.

ADELINA S. RODRIGUEZ
City Mayor

Tourism Board spurs cultural tours

The newly created Quezon City Board of Tourism has launched the first of a series of cultural tours of tourist spots in the city in line with its tourist promotion and development program.

Among the places visited by members of the city tourism body were the Quezon City museum, Philippine Heart Center for Asia, University of the Philippines (Diliman), Balara Filters and the Magnolia ice cream plant in Quezon City.

Quezon City Tourism Board members Tino A. Lapus and Jorge L. Banal are co-chairmen of the city tours.

The tours are being conducted as part of the tourism board's program to pinpoint the potential tourist spots and to further develop already existing tourist attractions.

Those who participated in the group tours were Daniel Corpus, Cesar Nicolas, Miss Quezon City Tourism winners Annette David and Susan Floresca; Chito Lucas Arcella and Antonio Aguilar of San Miguel;

Pete Hernando of the Capitol Lions Club; Nelson Caunsag of Italian Village; QC Tourism Board Chairman Modesto C. Enriquez, Dra. Josefa M. Saniel, Engr. Fely Cabrera, Juan San Miguel, Carlos R. Rances, Val. Asuncion, Jr., Rolando S. Asis, Tino A. Lapus and Jorge Banal.

Lunch for this initial tour was jointly sponsored by the city government and Lambat restaurant.

QUEZON CITY PUBLIC LIBRARY
LAW RESEARCH CENTER

Distinct events lined up for first City Tourism Week

At 7:30 a.m. on December 5, Quezon City will mark an important milestone in its constant striving for progress as one of the country's leading cities.

With the lilting music of the world famous Pangkat Kawayan for musical background, the city will formally open Tourism Week, the first ever undertaken by city government.

Following is the schedule of activities for the 7-day affair:

DECEMBER 5 – OPENING DAY Launching of the Q.C. Floral Garden with the Blessing of the Mini-Orchid Garden, Saranggola Happening.

The Department of Tourism's Pangkat Kawayan will greet the opening day of the Quezon City Tourism Week with its lilting music at about 7:30 a.m. Launching of the Quezon City Floral Garden and ribbon-cutting ceremonies of the Orchid Garden by Tourism Services Director Irineo Aguirre, Jr., with Mayor Adelina S. Rodriguez assisting, and blessing, shall immediately take place.

A mini program follows with Chairman Modesto C. Enriquez welcoming all the guests. After the invocation Mayor Rodriguez will deliver an inspirational talk on the tourism program of the city administration in partnership with the private sector and an enlightening speech of Director Irineo Aguirre, Jr. will highlight the program. Ex-Com Chairman Feliciano E. Cabrera will deliver the closing remarks.

The City Mayor and the Board of Directors of the Q.C. Board of Tourism will lead avid supporters and benefactors of the Q.C. Tourism Week and guests to the Mayor's Office for breakfast.

The afternoon affair is expected to thrill "saranggola afficionados." The "young-and-not-so-young" will be afforded the pleasant experience of proving their mettle in kite-manufacturing and kite-flying during this "saranggola happening."

The Quezon City (Capitol) Jaycees, Inc. spearheaded by "Joe" Umali, Jr. is managing this colorful and fun-filled contest of creativity and skill. The scene, of course, is the Quezon Memorial Circle; and the time, 1-3 p.m. (registration) and 3-5 p.m. (flying & judging). Unique and spectacular kites will fly, with one kite flyer and one assistant manning each kite.

Handsome prizes shall be awarded to the first, second and third prize-winners in each of these three categories:

1. Most Colorful
2. Biggest
3. Most unique in Design



The Quezon City Hall, the site of opening rites

DECEMBER 6 – CHORAL COMPETITION (ELIMINATION)

The second day of the Quezon City Tourism Week shall be devoted solely to encouraging and enhancing the Filipino cultural values by way of choral renditions in Filipino. The Q.C. Hall Quadrangle shall be the site of this contest.

The choral competition hopes to bring about five finalists from among the participating groups. The time for each number will not be less than two-and-a-half minutes but not more than six minutes.

DECEMBER 7 – RONDALLA CONTEST (ELIMINATION)

A continuation of the second day in substance and cultural values, the Rondalla Contest, to be held at the Q.C. Hall Quadrangle, is expected to delight the audience with varied sounds from native musical instruments.

Five finalists will be chosen after each rondalla group has displayed its talent within the two and a half to six minutes playing time.

DECEMBER 8 – STUDENT CITY TOUR & LAUNCHING OF THE CAPITOL JAYCEES PHOTO TOURISM CONTEST

On this day, student leaders from the different Quezon City High schools and colleges will be treated to a grand tour to potential tourist spots. The tour will start at 8 a.m. and will end at 3 p.m. The Miss Q.C. Tourism winners will act as tour guides.

Picture a horde of happy and devil-may-care guys and dolls aboard a "Love Bus" (Q.C. B.O.T. Directors Pit and Val hope to get 'em.) touring the city. Seeing them for the first time, for some students that is, Quezon City Hall, University of the Philippines (Planetarium, etc.), Q.C. Memorial Monument (City Museum), La Loma Cockpit, to mention a few, are sites to see. Landing at U.P's Planetarium and nibbling "free" samples at the Magnolia Ice Cream Plant may prove quite an experience, both pleasant and delectable.

And by the way, while at the Q.C. Museum in the morning, the Capitol Jaycees-sponsored Photo-Tourism Contest shall be launched. Over at the Parks and Wildlife, it will be a "bring your own baon" lunch affair for some 45 students from some ten participating schools and colleges.

DECEMBER 9–ARNIS, SIPA & "PATA" EXHIBITIONS

The "lost" sports-arnis and sipa-shall live again so that you and I may remember these two seemingly-forgotten games of our "ninunos."

As we look back to the days of yore, the rhyme and rhythm of the "arnis" and the ballet-like kicks of the "sipa" must have elicited "ohs" and "ahs" from our lolas and lolos, alike. The tenacity and grace of the players must be something to marvel at in today's modern times.

Pata (no relation to Crispy "pata" or "pata tim") is a local game of Batangas and Quezon and is played with small pins and discs. How it is played is something that should be interesting to watch.

It is "pata" time from 1 p.m. to 3 p.m. and arnis and sipa from 3 to 6 p.m.; the arenas, the Quezon Memorial Circle and the QC Hall Grounds. The Quezon City (Capitol) Jaycees thru Mr. Joe Umali, Jr. shall host the merienda.

DECEMBER 10 – CHORAL/RONDALLA FINALS

A two-day respite can refresh the 10 finalists, five from each category, and work wonders. This should enable the choral and rondalla contingents to practice some more and polish their styles for the finals. It shall be from 4 to 6 p.m., or two solid hours of Filipino songs and musics, at the Q.C. Hall Quadrangle.

It will not be easy for the board of judges, we predict. The verdict has to come out, but after long, sweating minutes. And with a BANG!

But, of course, all the ten finalists are winners. The first three winners for the choral and rondalla groups will each receive ₱500 ₱300 and ₱100 respectively. The remaining four runner-ups shall be awarded ₱50 each.



Philippine Heart Center for Asia



Araneta Commercial Complex

DECEMBER 11 – AWARDS' DAY & CLOSING CEREMONIES

The Quezon City Tourism Week comes to a fitting climax with an Awards' Day Program at the Carlos Albert, QC Session Hall at 3 o'clock in the afternoon.

Mayor Adelina S. Rodriguez delivers inspirational messages during her opening remarks, after which Engr. Feliciano Cabrera introduces the guests.

Cash prizes and certificates of appreciation are then awarded by the City Mayor, with the assistance of Q.C. B.O.T. Chairman, Modesto Enriquez, to the winners of various contests held during the Tourism Week celebration. The names of the winners of the Lantern Festival, however, shall be announced on Dec. 29 1976 while the awarding of prizes shall be made on Jan. 7, 1977 at the Mayor's Office.

REASON: The Lantern Contest commences on Dec. 1, 1976 and ends on Jan. 6, 1977. By the way, lantern entries shall be prominently displayed along Quezon Blvd. and Quezon Memorial Circle for tourists to witness the Filipino ingenuity, creativity and artistic nature.

After proper introduction by Col. Tomas B. Karingal, Q.C. Executive Club chairman, the Honorable Undersecretary Gregorio Araneta II of the Department of Tourism then delivers his speech. The closing remarks will be made by Chairman Enriquez.

Masters of Ceremonies are Jorge L. Banal and "Pate" Alvarez, Q.C. B.O.T. Director and Executive Secretary, respectively.

The QC Board of Tourism



M. Enriquez,
Chairman

DIRECTORS



J. San Miguel
Vice-Chairman



F. Alvarez
Executive Secretary



R. Asis
Member



V. Asuncion, Jr.
Member



J. Banal
Member



F. Cabrera
Member



A. Galarpe
Member



T. Lapus
Member



G. Magat
Member



J. Morato
Member



M. Parale
Member



C. Rances
Member



J. M. Saniel
Member



A. Yap
Member

EXECUTIVE COMMITTEE

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Gerardo Magat . . . . . Vice-Chairman
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Rolando S. Asis . . . . . Member
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Florentino A. Lapus . . . . . Member
Jose L. Morato . . . . . Member
Carlos Rances, Sr. . . . . Member



QCBOT visit at Philippine Heart Center for Asia.



The Quezon City Board of Tourism during its organizational meeting.

Orchid garden for Quezon City



By OLIVIA P. MONTIEL

When flowers bloom, love may not be far away, and the world is viewed from flower-colored glasses.

With the labor of love poured into it, Quezon City has now its first orchid garden set up in the center island of the lagoon fronting City Hall.

It was on the initiative of Mr. Modesto C. Enriquez, Chairman of the Quezon City Board of Tourism (QCBOT) that the project has now come into full realization. Enriquez conceived the idea of an orchid garden as part of QC's tourism development program. Enriquez, who is president and chairman of the board of Sulo Group of Hotels and Restaurants which include Sulo Hotel, Philippine Village Hotel, Silahis International Hotel, Sulo Restaurants and D & E donated ₱10,000 to the Board for the construction by the garden. Construction materials were donated by various construction firms in Q.C.

Design and construction were undertaken by the QC Planning Commission and Development Board headed by Arch. Gerardo Magat, orchid garden project manager. Architect Magat is also a member of the Board.

Orchid lovers have contributed largely to the completion of the garden. Over-all chairman of the floral garden project is Col. Agapito Braga actively assisted by Mrs. Braga. Mrs. Esther Vibal is the chairman of the Orchid Garden Committee with Mrs. Rebecca Bataclan as secretary. Members are Mrs. Trinidad D. Enriquez, Mrs. Nena Aherrera, Mrs. Marily Hernandez, Mrs. Naty T. Felarca, Mrs. Jacinta T. Urban, Mr. Elias Javier and Mr. and Mrs. Johnny Escobar. The group has donated orchids to the garden.

The garden's blessing will open the one-week celebration of QC Tourism Week from December 5-11, 1976. It will launch what will hopefully be Quezon City's first, big floriculture garden.

Enthusiasm among the orchid committee members was such that from a small orchid garden, a bigger and multivaried flower garden is envisioned. The garden park will include a nursery, commercial and exhibit plant booths. To be aesthetically landscaped, the garden park will answer the need for a leisurely strolling place close to nature's beauty, for QC residents. The Board is confident that it will draw tourists who seek pleasant sights and fragrant scents of nature away from the dizzying commercial sights of tall buildings and noisy traffic. Revenues to be realized from the garden will help fund the various projects of the Board.

During a combined meeting of the Orchid Garden Committee and the QCBOT hosted by Mr. and Mrs. Modesto C. Enriquez at the Sulo Hotel, Mayor Adelina S. Rodriguez inspired the volunteers behind the Orchid Garden project. Mayor Rodriguez expressed confidence that the garden will be a tourist attraction and will stimulate the interest particularly of QC residents. The lady mayor extolled everyone to join efforts for the completion of the project. This will contribute to the harmonious and cooperative relationship between the government and private sectors.

Say it with flowers, florists would encourage. With Quezon City's first orchid garden, little has been said, but much has been done. The flowers will speak for themselves.

QC Tourism Week committees

COORDINATING COMMITTEE:

Jorge L. Banal, Chairman
Val. Asuncion, Jr., Vice-Chairman
Pate Alvarez, Secretary

FLORAL GARDEN:

Agapito Braga, Chairman
Gerardo Magat, Project Manager

LANTERN FESTIVIAL:

Rolando S. Asis, Chairman
Carlos Rances, Sr., Vice-Chairman

SARANGGOLA HAPPENINGS:

Joe Umali, Jr., Chairman
Porong Herrera, Vice-Chairman

CHORAL/RONDALLA COMPETITIONS:

Tinno A. Lapus, Chairman
Jorge L. Banal, Vice-Chairman
Bert Galarpe, Member

STUDENTS' CITY TOUR:

Pit Morato, Chairman
Val Asuncion, Jr., Vice-Chairman

JC PHOTO TOURISM:

Tony Abad, Chairman

ARNIS, SIPA & PATA EXHIBITIONS:

Carlos Rances, Sr., Chairman
Tinno A. Lapus, Vice-Chairman

(Turn to page 38)



One can never really get a full, panoramic view of the sprawling Araneta commercial complex in Cubao from only one angle. A section of the Araneta complex seen from the Farmer's Markets shows light traffic all the way to New Frontier Cinema, and a small piece of the "Big Dome." The area is a veritable beehive of shoppers during most part of the day and early nightime.



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.



GABRIELA SILANG

Wife of the Ilocano revolutionary leader Diego Silang, Gabriela Silang continued the fight for freedom after her husband was killed by the Spaniards. She herself was captured and hanged on Sept. 20, 1763. These sculptures are also found in Himlayang Pilipino.

FLORANTE AT LAURA

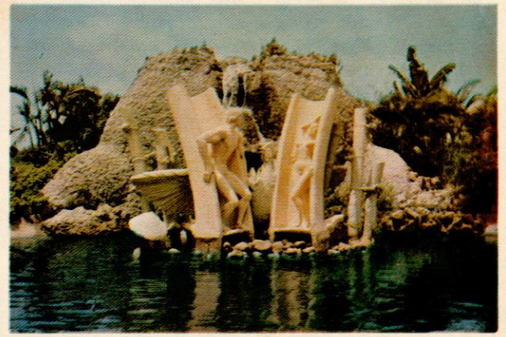
One of the gems of early Philippine literature, Florante at Laura was written by Francisco Baltazar, more popularly known as Balagtas, when he was in prison. The immortal work deals with various subjects, including love, the relationship between God and man, and the nobility of man. The foremost Filipino hero, Dr. Jose Rizal himself, had admitted that Florante at Laura inspired him to write his famous novel Noli Me Tangere.





TRIBUTE TO JACINTO

Himlayang Pilipino pays tribute to Gen. Emilio Jacinto, the "Brains of the Katipunan" in the form of a sculpture depicting him and his followers during an encounter with enemy forces. One of the most forceful young intellectuals of the revolution, Emilio Jacinto obtained his bachelor of arts degree at San Juan de Letra College. He studied law at the University of Santo Tomas, where among his classmates were Sergio Osmena, Manuel L. Quezon and Juan Sumulong. At 19, he joined the Katipunan. He became secretary of the society, and adviser to Andres Bonifacio. Jacinto also founded the Katipunan newspaper, KALAYAAN (Liberty). Wounded in an encounter with the Spaniards in Majayjay, Laguna, he was captured and imprisoned. He died of fever on April 16, 1899, at the age of 24. The Himlayang sculpture, which is twice as big as life, was done by noted Filipino artist Florante Beltran Caedo. It will be unveiled on Dec. 15, the centennial of the Filipino hero. Photo (upper right) is the sculptural work of Versan and Elores depicting the legendary Filipino first man and woman, Malakas at Maganda. Lower photo (right) is the Tandang Sora shrine, a tribute to the "Mother of the Revolution."







The sprawling Iglesia ni Cristo building complex in Diliman is the administrative seat of the religious group. Founded by Bishop Felix Manalo, Iglesia ni Cristo boasts of one of the biggest religious followings. The uniformly designed and painted Iglesia churches are noted for their fine Filipino architecture, cavernous halls and jutting domes.

X'mas: many things to many people

By F.C. BORLONGAN

Christmas–the most joyous feast in the Christian calendar and the merriest and most colorful in universal practice – is unique in the Philippines, in more ways than one.

It is observed with a deeply religious tone-with Christ as the central figure. In other countries, either the bearded North Pole denizen Santa Claus or inanimate objects like bells and flowers occupy the central stage of the celebration. Christmas also comes at a time when the weather is most fine and conducive to a festive commemoration. In other countries, snow and dead vegetation dampen the spirit of rejoicing.

Christmas in the country is ushered in by a novena of dawn Masses, religious rites that date back to the year 1800 and which were incorporated into the church liturgy as an act of thanksgiving for a bountiful harvest.

Christmas is the only Christian celebration whose message – peace and love – has not been altered or modified by the vicissitudes of time and the changing



medleys of popular mores. It is the only feast whose tone permeates all sectors of society.

Mention Christmas, and one immediately associates it with the joyous music of the Misas de Aguinaldo,

the merry atmosphere in the home, the hilarity in offices and stores, the tinseled colors in schools and factories, the jubilant mood in places of entertainment, and the cheerful nature of radio and television programs.

No one man, no single country owns Christmas. It therefore means many things to many people.

Gospel ministers and catechists refer to Christmas as a commemoration, a recollection of that event which happened about 2,000 years ago, when poor, illiterate shepherds heard the first angelic message of goodwill and peace, and when royal wise men came from afar to adore a newly born babe.

Christian writers speak of Christmas as a feast of sharing, for God shared His divinity with man in the person of Christ who was born of a woman by the overshadowing of the Holy spirit. Man, in turn, is called upon to share his blessings with the less fortunate of his brethren in order to make Christmas relevant.

To the early Christians, Christmas meant what the Hebrews of old called "Shalom" – peace resulting from personal integrity and social harmony. It was for them a time to renew their pledge to share graciousness with those whom they disagreed with, to understand those who irritated them, and to love the unloved.

To enterpreneurs of today, to the wealth conscious, Christmas is big business, or an occasion for making an extra commercial profit. The jeepney and taxi drivers, the sidewalk vendors, the department store owners, the boutique and haberdashery operators, the toy producers, the food manufacturers – they all take Christmas as a season for increased volume of business.

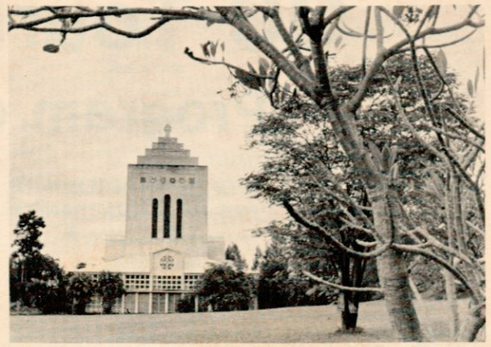
To the "Jesus People" of this era, Christmas is a commemoration of the birth of a superstar, of a liberator from Establishment, of a savior from human wants. "Make love, not war" and "Peace" through an embrace or a kiss, are their pet slogans.

To the average man on the street and to the ordinary Christian Christmas is what they want it to be and others influence them to wish it to be – a day of rejoicing, of giving and receiving.

The story of the first Christmas seems lost in the welter of new concepts and the whirlpool of contemporary customs. It can bear repetition thus:

Shepherds, on the first Christmas eve, heard a voice: "Fear not, for I bring you good tidings of great joy that shall be for all the people. For this day is born to you a savior who is Christ the Lord."

At a far-flung cave in Bethlehem of Juda, the flock watchers stooped down, and by their humility, they received divine wisdom; they acknowledged their littleness and they found greatness; face to face with an innocent, helpless Infant, they shared divinity.



To the early Christians, Christmas meant a time for them to renew their pledge to share graciousness with those whom they disagreed with, to understand those who irritated them, and to love the unloved.

Days later, wise men from the East came. They also stooped down and bended their knees. By their humility, they were made wiser.

Christmas also has a number of symbols. The bell on Christmas is called love bell because it was because God's love for men that He sent His only begotten Son.

The candle stands for Christ who is "the light of the world." The flowers symbolize the virtues of chastity and humility; for Christ was born of the immaculate womb of Mary and in His life He was humble and obedient unto death.

Santa Claus, the Christmas tree and the **belen,** all speak eloquently of the joy of sharing on Christmas. Or shall we say, the symbols call for sharing Christmas itself.

There is only one Christmas scene where the manger is a royal plummage, and the Babe is the Redeemer. It is a setting where humility is greatness, and innocence divinity.

So, when we greet each other "Merry Christmas," we really mean "Blessed Christmas;" when we say "Peace" we intend to share love. In no other sense or meaning can Christmas be taken and interpreted.

QC Tourism Week

Program of Activities

DECEMBER 5, Sunday — OPENING CEREMONIES, Q.C. HALL QUADRANGLE
Atty. Val Asuncion, Jr.
Chairman
Mr. Pate Alvarez
Vice-Chairman

PART I

7:30 A.M. — Musical Rendition — D.O.T. Pangkat Kawayan

8:00 A.M. — Launching of the QC Floral Garden with Ribbon Cutting Ceremonies of Orchid Garden Tourism Services Director Irineo T. Aguirre Assisted by Mayor Adelina S. Rodriguez

— Blessing of the Orchid Garden

PART II

8:30 A.M. — PROGRAM PROPER

I. National Anthem — D.O.T. Pangkat Kawayan
II. Invocation — Rev. Fr. Alfonso V. Caparas
III. Welcome Address — Mr. Modesto C. Enriquez Chairman, O.C. Board of Tourism
IV. Inspirational Talk — Hon. Adelina S. Rodriguez City Mayor, Quezon City
V. Short Speech — Mr. Irineo T. Aguirre, Jr. Director, Tourism Services Department of Tourism
VI. Closing Remarks — Engr. Feliciano E. Cabrera Chairman, Executive Committee. Q.C. B.T.

9:00 A.M. — BREAKFAST at the City Mayor's Office.

PART III

1:00 P.M. to 5:00 P.M. — SARANGGOLA HAPPENINGS at the Quezon Memorial Circle
Mr. Jose Umali
Chairman

DECEMBER 6, Monday — CHORAL COMPETITION (Elimination)
3 P.M. to 6 P.M.
QC Hall Quadrangle
Mr. Tinno Lapus
Chairman
Mr. Jorge Banal
Vice-Chairman

DECEMBER 7, Tuesday — RONDALLA COMPETITION (Elimination)
3 P.M. to 6 P.M., QC Hall Quadrangle
Mr. Tinno A. Lapus
Chairman
Mr. Bert Galarpe,
Vice Chairman

DECEMBER 8, Wednesday — STUDENTS' CITY TOUR & LAUNCHING OF CAPITOL JAYCEES PHOTO-TOURISM CONTEST
8 A.M. to 3 P.M.
Mr. Jose L. Morato
Chairman
Atty. Val Asuncion, Jr.
Vice Chairman
Mr. Bert Galarpe
Member

— 12 noon — BUSINESS LUNCHEON, Elegant Diners, QC
Mr. Rolando S. Asis to host.

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DECEMBER 9 Thursday — ARNIS, SIPA & PATA EXHIBITIONS, QC Hall Quadrangle
1 P.M. to 3 P.M. — PATA EXHIBITION
3 P.M. to 6 P.M. ARNIS — & SIPA EXHIBITIONS
Kgg. Carlos Rances, Sr.
Chairman
Mr. Tinno A. Lapus
Vice Chairman

— MERIENDA; The Capitol Jaycees to host.

DECEMBER 10, Friday — CHORAL & RONDALLA COMPETITIONS (Finals)
4 P.M. to 6 P.M., QC HALL Quadrangle
Tinno A. Lapus
Chairman
Jorge L. Banal
Vice-Chairman

DECEMBER 11, Saturday — AWARDS' DAY & CLOSING CEREMONIES
3 P.M., Carlos Albert Session Hall, Q.C.
Mr. Pate Alvarez
Chairman
Atty. Val Asuncion, Jr.
Vice-Chairman

PROGRAMME

I. National Anthem — Mrs. Olivia Cenizal

II. Invocation — Msgr. Alfredo S. Reyes Episcopal Vicar of Quezon City

III. Opening Remarks — Mayor Adelina S. Rodriguez

IV. Introduction of Guests — Engr. Feliciano E. Cabrera

V. Awarding of Prizes and Certificates of Appreciation — Mayor A. S. Rodriguez Assisted by Chairman Modesto C. Enriquez

1. Choral Competition
1st Prize
2nd Prize
3rd Prize
Runners — Up

MUSICAL NUMBER BY THE WINNING CHORAL GROUP

2. Lantern Festival (2 winners in each category)
Best Design
Most Colorful
Most Uniquely Filipino

Note: Names of winners to be announced on December 29, 1976; awarding of prizes to be made January 7, 1977 at the City Mayor's Office

3. Saranggola Happenings (3 winners in each category)
Most Colorful
Biggest
Most Unique in Design

4. Certificates of Appreciation

5. Rondalla Contest
1st Prize
2nd Prize
3rd Prize

MUSICAL NUMBER BY THE WINNING RONDALLA GROUP

VI. Introduction of the Guest Speaker — Col. Tomas B. Karingal Chairman, Q.C. Executive Club

VII. SPEECH — Hon. GREGORIO ARANETA II Undersecretary Department of Tourism

VIII. Closing Remarks — Mr. Modesto C. Enriquez Chairman, QC Board of Tourism

Greetings from:

MR. & MRS. OSCARITO H. LAGMAN Jr.
General Contractor

Sub-committee . . .

(From page 30)

SUB COMMITTEES:

ORCHID GARDEN:

Mrs. Esther Vibal, Chairman; Mrs. Rebecca Bataclan, Secretary Mrs. Trinidad D. Enriquez, Mrs. Nena Aherrera, Mrs. Marily Hernandez, Mrs. Naty T. Felarca, Mrs. Jacinta T. Urban, Mr. & Mrs. Johnny Escobar, Mr. Elias Javier, Members

PROGRAM AND INVITATION:

Val Asuncion, Jr. Chairman	Pate B. Alvarez Vice-Chairman	Jorge Banal Member

PRIZES AND FINANCE:

Bert Galarpe Chairman	Juan San Miguel Vice-Chairman	Rolly S. Asis Member

SOUVENIR PROGRAM:

Jorge L. Banal, Mel Parale, Tinno Lapus, Rolly S. Asis, Marcelo Angeles, Jr.

ATTENDANCE AND PARTICIPATION

Eduardo Fiel Chairman	Carlos Rances, Sr. Vice-Chairman	Pate Alvarez Member

JUDGES:

Dra. Josefa Saniel, Chairman	Pate B. Alvarez, Vice-Chairman

PHYSICAL ARRANGEMENTS:

Celso Batallones, Chairman	Pate B. Alvarez, Vice-Chairman

BOARD OF JUDGES

I. CHORAL CONTEST
1. Prof. REY PAGUIO of U.P. – Chairman
2. Prof. LUCIO D. SAN PEDRO – member
3. Prof. RODOLFO DE LEON – member
4. Sgt. AMADO MALIG – member
5. Mrs. OLIVIA CENIZAL – member

II. RONDALLA CONTEST
1. Prof. LUCIO D. SAN PEDRO – Chairman
2. Prof. ELISEO C. CLAMOR – member
3. Prof. RODOLFO DE LEON – member
4. Sgt. AMADO MALIG – member
5. Mr JOSEFINO CENIZAL – member

III. LANTERN CONTEST
1. Prof. CARLOS CASTRO – Chairman
2. Prof. FROILAN MADRINAS – member
3. Prof. FELIPE DE LEON – member
4. Archt. LUCIANO V. AQUINO – tentative
5. Mr. RODOLFO V. GUISON, Administrator La Loma Cockpit

IV. SARANGGOLA CONTEST
1. Prof. CARLOS CASTRO – Chairman
2. Prof. FROILAN MADRINAS – member,
3. Prof.
4. Mrs. Baby-Luat, (member)
5. Archit. Greg Sta. Maria – member

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Big prizes at stake in tourist festival tilts

A total of ₱6,500 in cash will be awarded to winners of the various contests to be held in connection with the first Quezon City Tourism Week on Dec. 5-11.

This was announced by Quezon City Tourism Board Chairman Modesto Enriquez.

The contest is divided into four categories, namely choral, rondalla, lantern festival and saranggola (kite) flying.

First prize winners in all categories will receive from ₱300 to ₱500. The second prize for all categories range from ₱200 to ₱300.

Enriquez also said the winning entries in the lantern festival contest will be picked on the basis of design, color and uniqueness.

Aside from the second prize of ₱300, the third prize winner in the lantern contest will receive ₱100.

In the saranggola contest, ₱300 will be awarded to the first prize winner, ₱200, second prize, and ₱100, third prize.

Judges in the choral competitions are Prof. Rey Paguio, chairman; Prof. Lucio D. San Pedro, Prof. Lucio D. San Pedro, Prof. Rodolfo de Leon, Sgt. Amado Malig, and Mrs. Olivia Cenizal, members.

In the rondalla contest, the judges are Prof. Lucio D. San Pedro, chairman; Prof. Eliseo C. Clamor, Prof. Rodolfo de Leon, Sgt. Amado Malig, Mrs. Olivia Cenizal, members.

The judges in the lantern contest are Prof. Carlos Castro, chairman; Prof. Froilan Madrinas, Prof. Felipe de Leon, Archt. Luciano V. Aquino, members.



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The First Lady and Metro Manila governor, Mrs. Imelda Romualdez Marcos views the miniature model of the Philippine Medical Center complex whose cornerstore she laid at the University of the Philippines in Diliman. Also in photo are UP president Onofre Corpuz, GSIS Gen. Manager Roman Cruz Jr., and Mrs. Lillian Bergman.

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CUBAO

From cogonal area to bustling trade hub

By TONY ANTONIO

Only two decades ago, Cubao was a sprawling grassland; its aging business establishments hugging close to the roadside. A few scattered buildings dotted the vast cogonal area, projecting a picture-frame scene of economic desolation.

Today, Cubao is a land transformed. In just a few years, it has metamorphosed from a thick cogonal patch into one of the biggest, if not the biggest commercial complex in the country achoke with all kinds of businesses that offer everything, from service to the least consumer need. It is a commercial colossus that sprawls over 92 acres of concrete buildings, cinemas, restaurants, recreational facilities, department stores and teeming with thousands of shoppers daily. It is fast shaping up as country's shopping and leisure capital.

Oldtimers and students of urban planning are one in linking Quezon City's progress to the development of Cubao as a business center. Cubao's metamorphosis came spontaneously, if one could put it that way. In 1957, the Araneta family had this wide tract of cogon patch and did not know what to do with it. Not quite. They envisioned a sprawl of buildings throbbing with

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Only a few years ago, this portion of Cubao was a vast cogonal area. Today, it's part of the huge Araneta commercial complex, the biggest and most complete business centers throughout the country. The entire complex covers an area of 92 acres complete with cinemas, restaurants, department stores and recreational facilities.

people and business.

From an idea, the Araneta Center became a reality on Nov. 11, 1958 with the laying of the cornerstone of a coliseum, which has long since been completed and now reputed to be the biggest in the world. In the years that followed, business enterprises mushroomed around the dome in a concentric circle that grew ever bigger.

There was a construction boom and buildings sprang one after the other, almost overnight. It was as if a fairy had waved a wand to unfold a modernistic vista of arcades and malls and a multi-storey shopping complex. Oldtime residents of Quezon City still talk about Cubao with disbelief.

It is very hard to imagine Cubao was once a cogon-filled area. Why, that was less than 15 years ago!" said Benito Lugso, of Project 6. Lugso, as with other Quezon City residents, used to think of Quiapo as the commercial center. "I used to pass by Quiapo to buy food every afternoon about 10 years ago," said Juan Salvacion, 56. "There is nothing I need in Quiapo that I cannot find in Cubao – the realization was staggering."

Cubao's business heart today beats in the Farmers' Plaza which by itself has a floor area of 500,000 feet. On one side stands the Farmers' Market annex with a gird of 120,000 square feet, which serves the daily market needs of QC folk in Cubao and the nearby villages.

At the back area, there is the recreation house, the 188,000-square-foot Fiesta Carnival which offers recreation facilities like a roller coaster, merry-go-round, mini-trains to young and old alike.

Rustan's, with its floor area of 286,000 square feet is the newest supermarket in the center. The latest addition to the center is the Muhammad Ali Mall where some 60 stores, including soda fountains, bargain boutiques, snack bars, a restaurant and two theaters are housed.

Also in the complex are four theaters, including the 3,000 seat New Frontier Cinema, which is considered the biggest moviehouse in Asia in terms of seating capacity.

There are banks and executive offices. The third floor of Farmers' Plaza alone houses hundreds of business offices.

The Progressive Development Corporation, which owns and operates the center, has provided wide parking areas which can accommodate up to 1,200 vehicles at one time and a covered parking garage for about 500 vehicles. The latest count of business establishments in the center shows 109 boutiques, 12 department stores, 229 general merchandise stores, 92 eating and drinking places, 36 garden and horticulture shops, 951 food stores, 21 bank and 109 executive suites.

Also in the Cubao complex are a post office branch which serves Quezon city and 14 towns of Rizal prov-

(Turn to page 48)

Some tourist spots in the city

HISTORICAL PLACES:

Barrio Banlat, Novaliches – the birthplace of Tandang Sora (Melchora Aquino), Mother of the Katipunan.

Pugad-Lawin, Novaliches – a nearby barrio in Balintawak where Andres Bonifacio, Founder of the Katipunan, tore his residence certificate, as a sign of his opposition to the Spanish administration that started the fight between the Filipinos and the Spaniards. This uprising was later known as the "Cry of Balintawak."

Barrio Silangan, Constitutional Hill, Diliman – the place where General Henry Ware Lawton met his death in the morning of December 19, 1899 at the hands of the Katipuneros. This barrio was formerly known as Payatas.

Himlayang Pilipino – a memorial park but is considered a tourist spot because of the magnificent landscaping and the monuments installed in the park including the bones of Melchora Aquino, more popularly known as Tandang Sora, one of the heroines of the Philippine revolution.

PARKS:

Bernardo Park – named after the late Mayor of Quezon City, Ponciano Bernardo, this park provides recreation and leisure to the city residents particularly to the Kamuning district residents, with its trimmed and spacious lawn, swimming pool, basketball court, etc.

Quezon Memorial Circle – an imposing memorial to a great man, President Manuel L. Quezon towering over and above other buildings in the 27-hectare Quezon Memorial Monument. This was the site of the historic mass officiated by this Holiness Pope Paul VI on November 29, 1970.

La Mesa Dam – Novaliches – has an excellent picnic and recreational areas with a compliment

(Turn to page 48)

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Tourism map of Quezon City

Scale 1:40,000



TWENTY ONE DISTRICTS

1. Galas
2. Santol
3. Sta. Mesa Hts.
4. La Loma
5. San Jose
6. Sn. F. del Monte
7. Roxas
8. Kamuning
9. Central
10. Quirino
11. Bago Bantay
12. Cubao
13. Murphy
14. New Manila
15. Diliman
16. Quadrangle
17. Balintawak
18. Tandang Sora
19. Sn. Bartolome
20. Novaliches
21. Capitol

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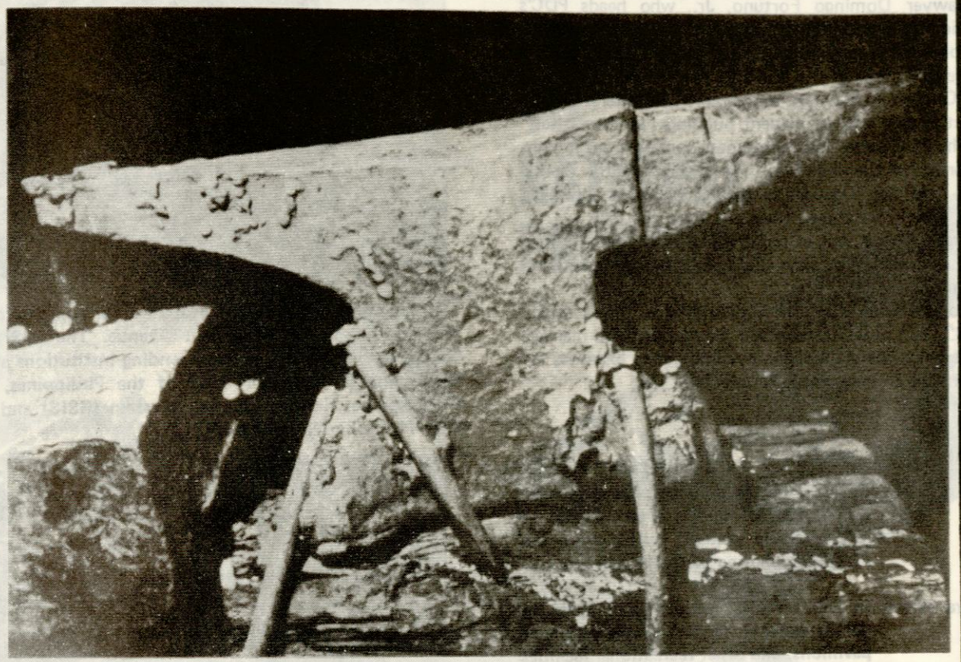
annual panday pira awards



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And to these heirs of Panday Pira, we give the Annual Panday Pira Awards.

National Cottage Industries Awards Committee
Insurance Center Building
Gen. Luna St., Intramuros, Manila

Cubao . . . *(From page 43)*

ince, a fire substation and two shoeshine booths. The PDC has, allowed the use of the spaces for the post office, fire substation and shoeshine booths free of charge as a public service.

Lawyer Domingo Fortuno, Jr., who heads PDC's public affairs department, said there are plans to change the physical layout of the Cubao center.

He said some of the buildings like the Fiesta Carnival and Quezon Arcade, are temporary. "We intend to construct bigger and permanent buildings on these sites."

The PDC leases lots to business operators but it owns majority of the buildings. The owners of the Manila COD and the Sampaguita theater buildings, however, have already purchased their lots from the PDC.

Stalls are for rent at rates, which according to Fortuno, are much lower than the rental rates in Makati and Greenhills.

Fortuno described the stallholders as "more disciplined" than other storeowners. He said the PDC management helps the stallholders by shouldering expenses for advertising in case of special events.



The imposing Social Service System (SSS) building forms a towering figure along East Avenue. The SSS now ranks among the biggest state lending institutions along with the Development Bank of the Philippines, the Government Service Insurance System (GSIS) and the the Philippine National Bank.

Tourist Spots . . . *(From page 44)*

of pavillions, swimming pools and recreational facilities and a wide expanse of rolling picnic grounds over-looking the seenic neighboring mountain towns.

Balara Filters in Diliman — a favorite spot especially during summer, it has swimming pools, pavillions, and other recreational facilities plus a wide expanse of rolling picnic grounds over-looking the seenic neighboring mountain towns.

Parks and Wildlife Office Nature Center — near the Quezon Memorial Circle is a haven for nature lovers. Here can be found rare fauna and flora including the famous monkey eating eagle which has been the object of conservation drives.



The First Lady inspects a fleet of buses newly acquired by the Metro Manila Transit Corp. to augment the transportation facilities of Metro Manila. Aside from serving local commuters, the new buses are also used to ferry tourists to various points in the area and the nearby provinces.

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The Philippine Center for International Trade and Exhibitions
(PHILCITE)

A project of Madame Imelda R. Marcos at the reclaimed area of the Cultural Center Complex. Inaugurated: Sept. 27, 1976

Architect: Leandro Locsin Associates

All engineering and construction management by:

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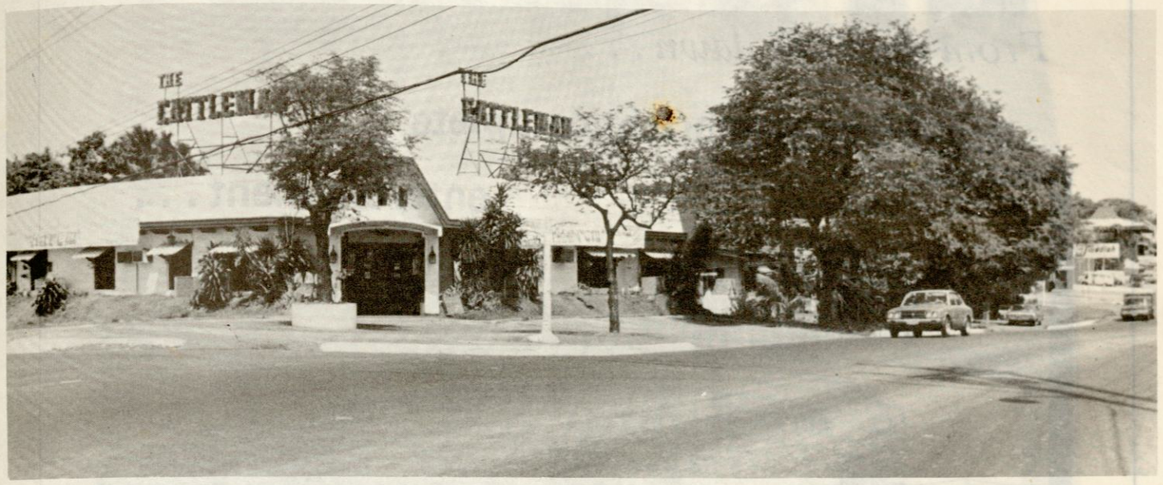
Tels. 988-060; 988-401



Quezon City is also noted for its burgeoning chain of first class restaurants. The Cattlemen (above), is only one of several posh eateries on Morato street that is frequented by tourists as well as local gourmets.



Foreign tourists arrive in droves as the Philippines steps up its promotion campaign abroad. Among the tourist arrivals last year were spanish travel executives who visited the Philippines to look into the possibility of improving the exchange of tourist information between the two countries.

Compliments of

Julio D. Matias

Architect & Contractor

3574 – 3576 M. Villamor
Sta. Mesa, Manila
Tel. 619-794

From dawn to dawn . . .

An experience in complete

entertainment . . .



A memory as lasting as good friendship . . .

The ARANETA COLISEUM

QUEZON CITY, PHILIPPINES

The Araneta Coliseum today stands as one of the country's architectural marvels. One of the biggest sports centers in Asia, it has served as the venue of prestige-laden international sports competitions, including the classic third meeting between world heavyweights Muhammad Ali and Joe Frazier on Oct. 1, 1975.

The Big Dome, as the Araneta Coliseum is more popularly known, 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. The Big Dome is taller than even the great Byzantine Dome and St. Peter's basilica in Rome.

One of its unique architectural features: No single post obstructs the crowd's view from activities within its huge sports hall.

The Araneta Coliseum forms part of the story of the country's fame as the country of beautiful women. It served as the setting of three leading Filipino beauties' quest for international fame in the glittering, heady world of pageants – Gloria Diaz, Miss Universe 1969, Aurora Pijuan, Miss International 1970, and Margie Moran, Miss Universe 1973.

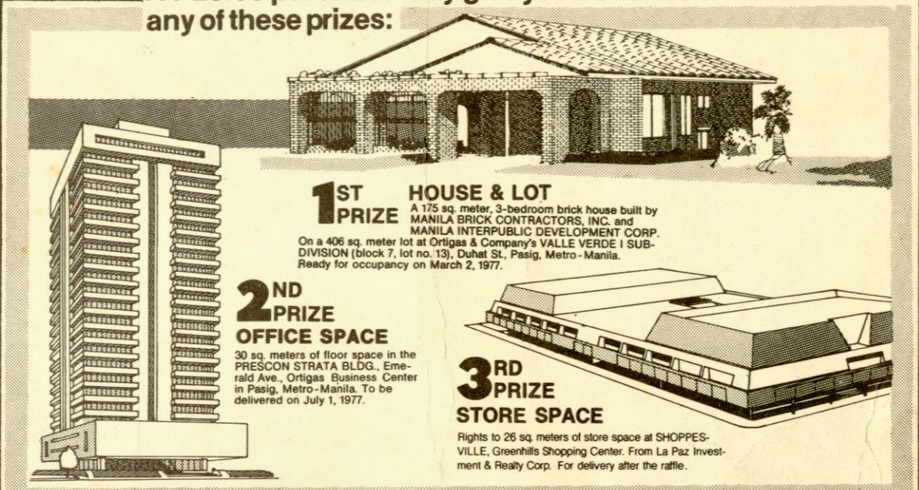
Its central airconditioning system alone bespeaks of the bigness of the Big Dome: it is made up of 1,600 tons of sophisticated gadgets.

The GRAND SLAM

from

GREENHILLS SHOPPING CENTER

A ₱25.00 purchase may give you a chance to win any of these prizes:



1ST PRIZE HOUSE & LOT

A 175 sq. meter, 3-bedroom brick house built by MANILA BRICK CONTRACTORS, INC. and MANILA INTERPUBLIC DEVELOPMENT CORP. On a 406 sq. meter lot at Ortigas & Company's VALLE VERDE I SUBDIVISION (block 7, lot no. 13), Duhat St., Pasig, Metro-Manila. Ready for occupancy on March 2, 1977.

2ND PRIZE
OFFICE SPACE

30 sq. meters of floor space in the PRESCON STRATA BLDG., Emerald Ave., Ortigas Business Center in Pasig, Metro-Manila. To be delivered on July 1, 1977.

3RD PRIZE
STORE SPACE

Rights to 26 sq. meters of store space at SHOPPESVILLE, Greenhills Shopping Center. From La Paz Investment & Realty Corp. For delivery after the raffle.

GRAND SLAM RULES:

- Promotion starts on October 29, 1976 and ends March 1, 1977.
- Every ₱25.00 purchase in any participating establishment at Greenhills Shopping Center is entitled to one raffle ticket. Receipts from various establishments combined to total ₱25.00 is valid for one raffle ticket, provided all receipts are of the same date.
- Raffle tickets shall be given only upon presentation of counter-signed receipts at redemption counters situated in the lobby of each building. All countersigned receipts must be exchanged the same day they issued.
- Raffle tickets shall be dropped by participants at drop boxes within the buildings. Tickets in drop boxes will then be placed in a special tambiolo at the lobby of the Greenhills Theater.
- Deadline for submission of all raffle tickets shall be at 5 P.M. of March 1, 1977.
- All prizes will be raffled on March 1, 1977., 5:30 P.M. at the lobby Greenhills Theater.
- List of winners will be published in a leading daily newspaper.
- Prizes not claimed personally 45 days after March 1, 1977 shall be forfeited
- Claim your prizes at Greenhills Theater.
- Immediate families of proprietors and employees of participating establishments, as well as immediate families of the Greenhills Shopping Center Association employees, its members and directors, and immediate families of officers and employees of Reach Advertising are disqualified from joining the contest.
- The following conditions apply to the prizes:
  - 1st prize - HOUSE & LOT: Foreigners will receive cash value after property sale.
  - 2nd prize - OFFICE SPACE: Use or purpose as approved by Prescon Phil., Inc.
  - 3rd prize - STORE SPACE: Use or purpose to be approved by La Paz Investment & Realty Corp. and Ortigas & Company.

The GRAND SLAM is offered in appreciation of your continued patronage through the years.

It can extend your holidays for the rest of your life!

GREENHILLS SHOPPING CENTER

● Greenhills Theater ● Greenlanes ● Manila Bank Arcade ● Padilla Arcade ● PCIB Arcade ● Shoppesville ● Unimart ● Virra Mall

ORTIGAS AVENUE, SAN JUAN

Watch for the opening of SHOPPESVILLE, late 1976, and the VIRRA MALL, late 1977.

PARTICIPATING ESTABLISHMENTS:

MANILA BANK ARCADE

- ACT II NEW YORK
- ALL SPORTS SHOP
- ALLYN'S DRESSES
- BRIDAL'S
- CHARDIN TAILORING
- CHARLIE BROWN SHOES
- CINDERELLA DRESES
- CLOTHES FOR SATUDAY & SUNDAY
- DEX & MAE
- DISCO STEREO
- EREHWON BOOKSHOP
- ESPERANZA'S FLOWER SHOP
- EVE'S MERCHANDISING
- GEMS SHOES
- ISLAND PHOTO CENTER
- JAMES TAILORING
- JARMAN SHOES
- J. LORD
- JOSEPHINE'S
- JOYTEX MARKETING
- LA CIBELES PASTELERIA PASTELERIA
- LAUREL & HARDY'S
- LORANCE SHOES
- LYFOX DRESSES
- MERCEDES SHOES
- MONT MARTE
- RADCLIFF PHILIPPINES
- R. M. MANLAPAT TAILORING
- SANT TROPEZ
- SARABIA OPTICAL
- SILLHOUETTE
- SWANK SHOP & RECORD BAR
- UNITOG'S - LEVIS
- VELAYO'S JEWELRY
- VIA VENETO

PADILLA ARCADE

- BUDJIWARA BEAUTY PARLOR
- JARDIN de ALVA RESTAURANT
- SAN MIG PUB GREENHILLS
- SHAKEY'S

PCIB ARCADE

- GALLERY ONE
- LILY OF THE VALLEY BEAUTY & FASHION SALON
- LINEA ITALIANA TAILORING
- MERCURY DRUG

UNIMART

- ABENSON, INC.
- ANSON EMPORIUM
- HOUSE OF RAMIE
- J. T. PHOTO SHOP
- KRISTINE JEWELRY, INC.
- VONNEL GOLD

PER DTAO NO. 1, SERIES OF 1975

Mag-beer muna tayo!

San Miguel BEER

Toast of the Yuletide Season



San Miguel Beer. A very warm and unique way of greeting a friend, relative or business associate during the Yuletide season. Choose between two exciting gift packages. The 12-bottle package that comes with one (1) free miniature San Miguel Beer bottle or the 24-bottle gift pack that contains one (1) free elegantly-crafted ashtray and one (1) miniature San Miguel Beer bottle. Place your orders now. We'll deliver to any point in the Philippines. For orders in Greater Manila dial these direct numbers of our Order Department: 88-20-274 to 276 or call 88-62-52, 88-63-93 and 88-64-80. For provincial orders or deliveries, contact your nearest San Miguel Beer Warehouse.

Gift package in 24-bottle carton: ₱29.00*(With one (1) free elegantly-crafted ashtray and a miniature San Miguel Beer bottle).

Gift package in 12-bottle carton: ₱14.50* (With one (1) free miniature San Miguel Beer bottle).

Provincial orders subject to price differentials at point of delivery.

*Suggested retail prices in Greater Manila Area.



SAN MIGUEL CORPORATION