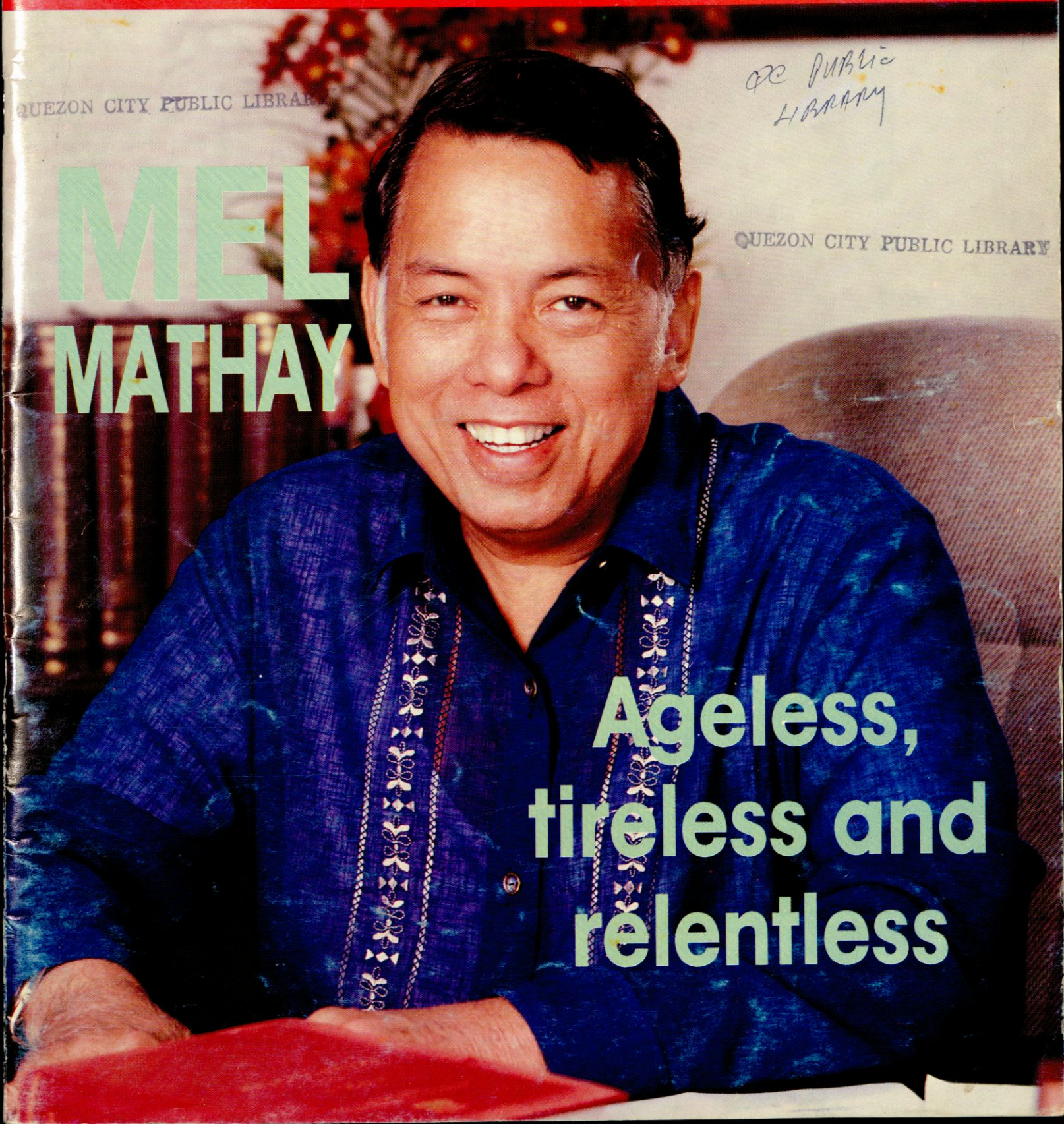
BUSINESS
VIEWPOINT
PHILIPPINES
FEBRUARY 1996



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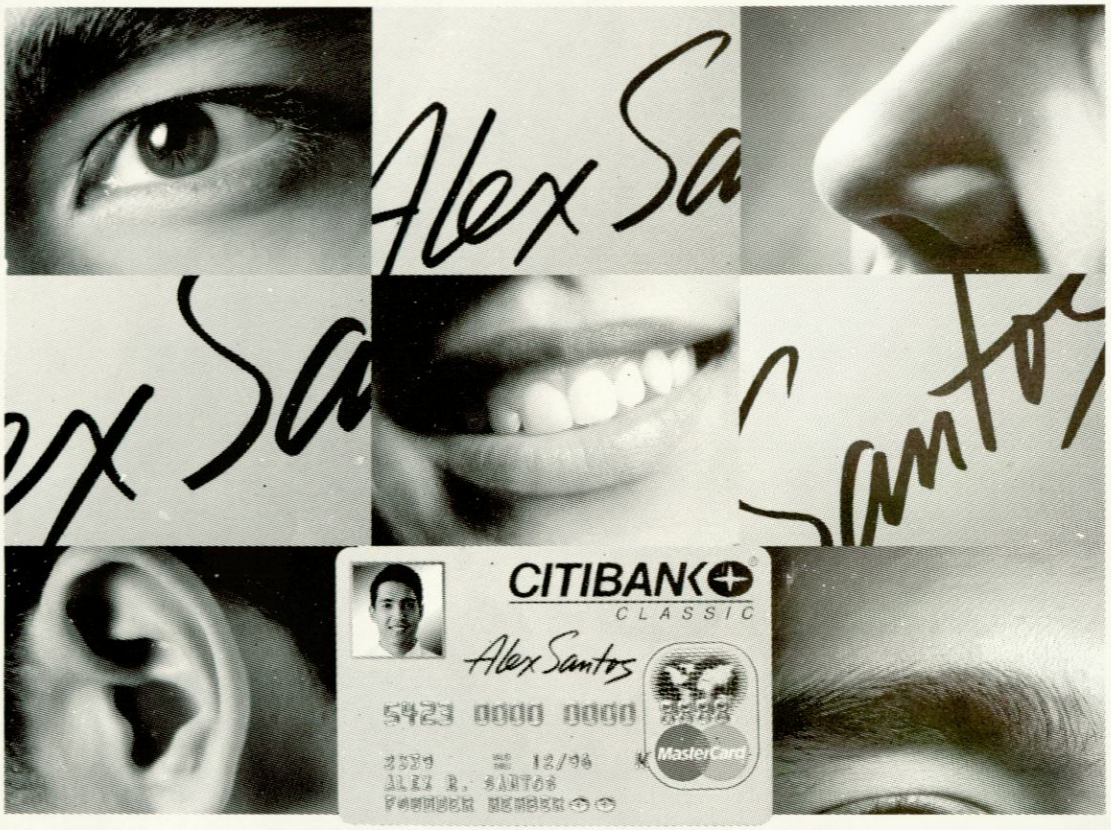

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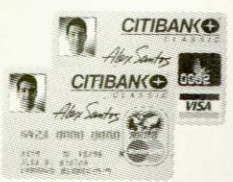

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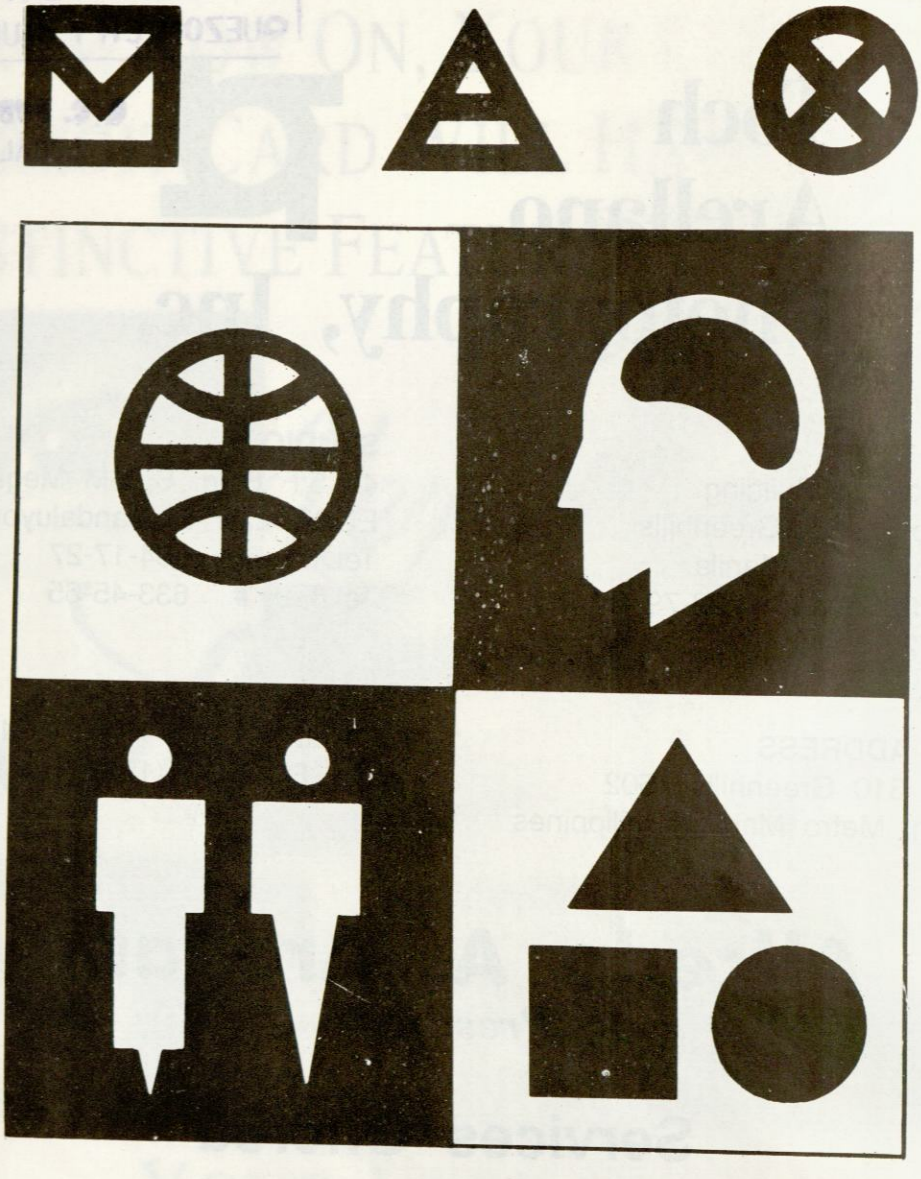

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LETTERS TO THE EDITOR



GMA Tower

I'm an avid supporter of GMA-7 and needless to say, I believe that it is indeed the best network station in the land. I am glad that your magazine took time out to introduce us to the men and women behind the success of GMA. To strike a balance and in the pursuit of fairness maybe you should feature its rival network station as well - ABS-CBN 2.

-- Abby Valdez
Sta. Mesa, Quezon City

I think that the GMA people are true professionals and I quite agree that their rival station's newscasts are filled with sensationalism.

– Dom Pedrosa
Tandang Sora, Quezon City

I am a great admirer of Mr. Menardo J. Jimenez and my admiration for him all the more increased after you published an article on him and the other GMA executives. Although rarely seen on the screen one could see his hand at play with the many informative and entertaining programs GMA has. I just wished you could present the private side of him, too, aside from the professional side.

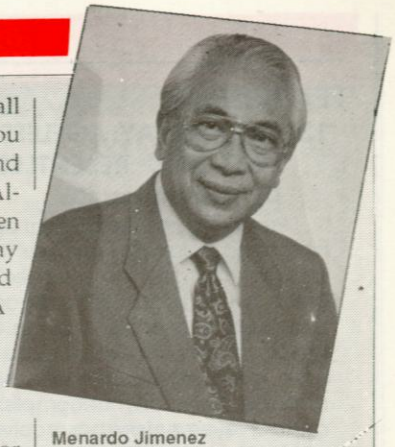
-- Arlene Salvador
Bicutan, Taguig

The APEC Summit in 1996 is getting much attention these days and I am wondering just how significant this meet is for the country and the Asia Pacific region. Please enlighten us on this.

– June Jorge
Merville, Parañaque

This is the day and age for computers and I have been hearing about the Internet from so many people. Others like it so much but still there are those who do not believe in the advantages it supposedly offers. I hope your magazine could give us more details on this.

-- Michael Generoso
Cebu City, Cebu



Menardo Jimenez

I'm a private citizen interested in investing in the stock market. The problem is dealing with the intricacies of the stock market seems so complicated. How should I go about this plan of mine?

– David Hernandez
Meycauayan, Bulacan

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CONTENTS

FEATURES

12 MEL MATHAY: AGELESS, TIRELESS AND RELENTLESS by Katherine Co

Proving to one and all that age is no hindrance as long as one has the guts and determination to succeed in life. Mel is a living fact of his legacy. The continuing success of Quezon City, its developments, and future plans are his main goals at the moment. Notwithstanding the many accomplishments and achievements he has received and attained, Mr. Mathay has continued to reap citations for his ongoing projects.

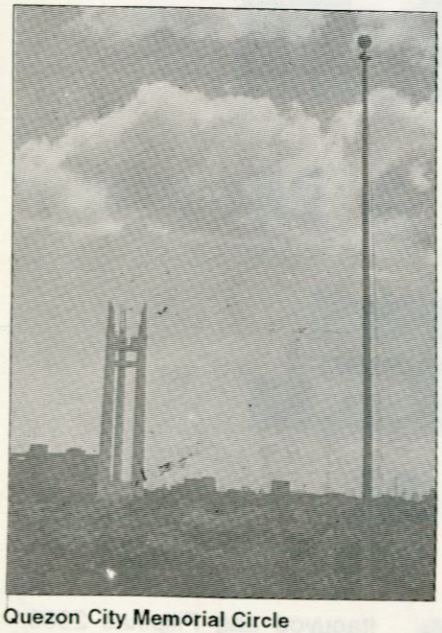
16 QUEZON CITY: FROM AN ARDENT DREAM TO A GLEAMING REALITY

20 THE QUEZON CITY GOVERNMENT RETROSPECTIVES: ACCOMPLISHMENTS

A brief review of the accomplishments of the city's local government from the year 1992 up to 1995.

24 MANUEL L. QUEZON: FATHER OF A NATION, AND A GREAT CITY

The humble beginnings of a late President, his accomplishments recalled, visions and frustrations that the nation is trying to achieve and correct and most of all, his time tested CODE OF ETHICS, a legacy that is followed up to now.



Quezon City Memorial Circle

30 HERBERT BAUTISTA: SERIOUSLY NOW by Katherine Co

One of the city's youngest Vice-Mayor talks about his plans and ambitions not only for the city but also for himself, seriously. Learn what it takes to be successful in a field not only full of hopes and dreams but also of failures and heartaches. How he takes all the challenges that life throws at him.

33 MIKE DEFENSOR: CATALYST FOR CHANGE by Leonilo Aguilar

A lawmaker, young though he maybe, wants to leave a mark in Philippine government and society. He will make his age a factor that will work for him and not against him. The changes he will introduce to the city, he believes, will further enhance its success factor.

36 QUEZON CITY DISTRICT PROFILE

Facts on the city's different districts, its surroundings, its use and developments.

THE NEWS

6 FOREIGN REVIEW

APEC Implications On RP Economy

Timely Awards

NTIOC '95 on Business Connections

8 LOCAL REVIEW

AIDS Info drive In Caloocan

Australian -- RP Business Matching

Power Firm Gets SEC Nod

RP UNEMPLOYMENT RATE SOARS TO 10.4%

Smith Invites Cebuano Investors

26 Q.C. BULLETIN

Ongoing projects and public awareness a priority in the city.

46 DOST BULLETIN

FOCUS

10 CIBI INFORMATION & RATINGS

An information company on its way up.

11 CONTINENTAL CEMENT CORPORATION



"Smoking is bad for the health" – p. 58

A management that is willing to help the nation achieve its vision for PHILIPPINES 2000.

54 RIZAL PARK

One of Manila's main attraction is revisited. With it are dreams and schemes for a new and better park. Hopefully the government will take steps in restructuring the national park.

ECONOMY

44 NORWAY ACHIEVES HIGHEST IN 20 YEARS

Optimistic attitude has made this country grow slowly but surely. Their improved productivity has done a lot to boost the spirits of its people.

HEALTH

58 GOING UP IN SMOKE

The old adage "Smoking is bad for the health" is not surprisingly being heeded by students in Norway.

PINOY HURDLES CANADA TEST FOR DENTISTS

AGRICULTURE

59 POPULATION CONCERNS INTEGRATED TO AGRICULTURAL ACTIVITIES

CONSCIENCE BLOC TO SCRUTINIZE IRRIGATION ACT

RECORD LIVE CATTLE EXPORTS

OTHERS

3 LETTERS TO THE EDITOR

5 EDITORIAL

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EDITORIAL

The late Philippine president Manuel Luis Quezon had grand dreams for a nation which were often translated in a smaller scale to his dreams for a city named after him.

Today, the task of seeing Quezon City's industrialization and full-scale development rests on the shoulders of its leaders. Mayor Ismael Mathay Jr. is at the forefront of this scheme and he is relentless in his pursuit. Armed with invaluable experience in public administration, economics and politics, Mayor Mathay wastes no time in making sure that Quezon City remains on the forefront of this administration's battlecry of Philippines 2000.

But the task is not an easy one so he gets invaluable support from the city's younger and equally dedicated leaders who have chosen to devote more time to their constituents than to their personal careers. Congressman Mike Defensor and Vice Mayor Herbert Bautista complete the formidable team that is out to make a bigger success of the city which has already shown unprecedented achievements in the past.

The three head honchos of Quezon City, however, emphasize that the city's dreams would only become a reality if all sectors of society put in their share -- the government officials, the business sector, the youth, and every household in its vast land area.

Grand dreams require efforts of a similar scale. With its determined leaders and supportive people the reality of that dream isn't that far off.

ON THE COVER

Quezon City MAYOR ISMAEL MATHAY JR. runs a city without much effort. His tools are hard work and grim determination. Making the city a success and maintaining it is a vision he aims to keep. Read about his strategies and achievements, his endeavors to establish a premier city and sustain the growth Quezon City has been achieving so far.



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BUSINESS VIEWPOINT PHILIPPINES, a trade magazine of general circulation is dedicated to promoting and disseminating correct information on the Philippine economy and the business activities in general.

BUSINESS VIEWPOINT PHILIPPINES puts you in touch with the people and companies who make the core of the business circle in the Philippines today. It provides information resources, guide to business and economy, gives views of experts and makers of opinion to enhance communication between the Philippines and the rest of the businessworld.

BUSINESS VIEWPOINT PHILIPPINES sincerely hopes to serve as a principal venue through which local and international businessmen can communicate effectively with one another.

Editorial and business offices at Room 405 Cabrera Building, II, #64 Timog Avenue, Quezon City with telephone numbers 99-71-08 and telefax number 965362, Beeper 150315594 and 150310512. Subscription rates: One year (4 issues) – P140.00 or $40.00 (foreign subscribers) including airmail. All manuscripts submitted for publication must be accompanied with self-addressed, stamped envelopes.

APEC implications on RP economy

PROF. PETER DRYSDALE, Executive Director of the Australia-Japan Research Centre, Australian National University (ANU), addressed the Manila conference on "Approaches to APEC: The Role of the Philippines' held November at the Shangri-La EDSA Plaza Hotel. The post-Osaka APEC conference was organized by the University of Asia and the Pacific (UA&P), the Australia-Japan Research Centre and the Centre for Strategic and International Studies (CSIS), Jakarta and supported by The Asia Foundation. It focused on the APEC implications on Philippine economic policy and the role it will play as APEC chair in 1996. Prof. Drysdale, together with Dr. HADI SOESASTRO of the CSIS, Dr. IPPEI YAMAZAWA of the Hitotsubashi University, Japan and Dr. ANDREW ELEK of the ANU, proposed in their report "Implementing the APEC Bogor Declaration" a strategy for achieving free and open trade and investment in the Asia Pacific not later than 2010 or 2020. With them was Dr. JULIUS CAESAR PARRENAS Director, UA&P Institute for International and Strategic Studies.



Prof. Peter Drysdale during the Manila Conference on *Approaches to APEC.*

PM announces A$495-M measures to "innovate Australia"

THE Australian Prime Minister, Mr. PAUL KEATING, has announced a package of measures costing A$495 million over four years aimed at raising Australia's performance in innovation.

The strategy seeks to build on existing successes, to strengthen the capabilities of particular elements of the country's innovation system, to enhance linkages between elements and to create an environment "conducive to innovation".

In releasing the "Innovate Australia" statement on Dec. 6 at Australia's National Trade and Investment Outlook Conference (NTIOC) in Melbourne, the Prime Minister said the first place of the strategy focused on generating new ideas. These measures included:

- the selection of seven visionary science projects which would boost the science infrastructure and link industry with large scale collaborative research to keep Australia abreast with the world's most advanced technologies;
- continued support for industry research and development (R and D) through the 150 per cent R and D tax concession, which would be fine tuned to improve accessibility, management and cost effectiveness;
- renewal of the A$40 million a year competitive grants scheme for industry research and development, targeting high quality projects by well managed companies;
- funding of five new Cooperative Research Centres (CRCs), bringing the total to 67, and establishment of the CRCs as a permanent program.

Mr. Keating said the second category of initiatives would improve the flow of finance into business innovation and Australia's capacity to commercialize its scientific research. These included:

- opening up of a source of patient' or 'growth' capital through the new ability of banks to provide equity capital to clients needing to fund business expansion. Initially these investments were likely to be directed to firms with strong growth potential and turnovers between A$1 million and A$50 million. New programs would upgrade the financial management skills of small to medium enterprises (SMEs) to make them 'investment ready'. An education campaign would aim to increase the understanding of the investment community, particularly superannuation trustees, of the opportunities for profitable investment in Australia companies;
- three new 'Innovation Flagship' projects costing A$23 million to bring science, industry and user groups together to speed the development of new projects. These would comprise a mineral technologies pilot plant, a hydrodynamic testing facility, and a facility for the development of magnetic resonance in the advanced diagnosis of cancer;
- an additional A$20 million over four years to encourage greater access to, and uptake of, new technology by Australian firms, with the establishment of more Technology Support Centres which help SMEs with technical advice, access to R and D facilities and skills training;
- a new 'Research Commercialisation Program' to help get the work of public sector science agencies into the market. The Government would also encourage the establishment of new companies as business spin-offs from the research sector.
- strengthening of Australia's intellectual property system to better protect Australian-developed ideas;
- a broad-ranging 'Innovation Culture Program' to raise community awareness of the importance of science, engineering, technology and enterprise to Australia's future economic and social well-being.

The Prime Minister said

that thirdly, the government would spend A$17 million over four years to expand international science and technology links and cooperation, and establish an international panel for the Commonwealth Scientific and Industrial Research Organization (CSIRO) to help promote Australian science to the world.

Fourth, the Government would stimulate innovation in business and the workplace:

• A$6 million would be devoted to a pilot 'Leading Edge Customers' program with participation by major commercial and government customers, including BHP

• the Government would support a range of management initiatives in response to the recent Karpin Committee on leadership and management skills, and

• it would establish a 'National Centre for the Workplaces of the 21st Century' and a 'Benchmarking Information Service' to conduct and sponsor research projects and spread best practice.

Mr. Keating said a fifth set of measures related to information technology, which he described as probably the dominant force for change in our lives in coming years.

Taking the government's national strategy for information and communications services and technologies a step further, the measures would ensure wide access throughout the community to information services, develop content for the information networks and provide the support of information technology to Australian industry.

The Government would:

• ensure that every public library was linked to online services;

• extend the community information network, which provided a network of computers in public locations, to all States and Territories by the end of 1996;

• provide a national indigenous radio and news service and extend the Tanami network, which links a number of Aboriginal communities in the Northern Territory;

• establish an A$3.8 million 'Superhighway Ready Scheme' to show how businesses, including SMEs, could use network information services;

• support the 'Tradeblazer' information system to help Australian firms identify opportunities and do business by accessing information through the Internet;

• accelerate Australia's effective use of high performance computing and communications through a A$24 million expenditure for broadband communications between existing supercomputers, including between Australia and Japan, and establishment of centres of excellence in supercomputing applications, for example in environmental modelling.

In his speech, the Prime Minister said Australia already had the ingredients of a dynamic and effective innovation system, ranging from the tremendous national asset of its excellence in science, to its very strong propensity to take up new technology, to the surge of its companies, including the crop of export-oriented small and medium enterprises, towards best practice and commitment to quality.

"So the policies we announce today are not the first word and, certainly, nor will they be the last. They represent steps along the road of continuous improvement," he said.

The statement provided for measures that would raise A$353 million more in revenue over the next four years than would actually be spent.

"All these measures which encourage the innovative thrust evident in Australian industry will make us an even more attractive business partner in the years to come," Mr Keating said.

APEC business travel card

AUSTRALIA will introduce an APEC business travel card to facilitate entry into Australia by accredited business people from APEC economies.

This follows the recommendations of the Pacific Business Forum (PBF) for easier access for business travellers.

Australia is developing the following arrangements to make short-term business travel easier:

• a system of accreditation for business travellers run in partnership between the business communities and participating members economies

• a business travel card rather than a visa as a means of identifying business travellers and facilitating entry

Over 200,000 business people visited Australia last year and this number is rising rapidly each year. Australia is committed to streamlining and accelerating its visa and entry arrangements and the application of advanced technology to this task.

Australia is proposing the establishment of a working group with all those APEC economies interested in jointly developing such a system. Not every APEC member might be able to join such an arrangement immediately, but all would be welcome when ready.

Australia also endorses the recommendations of the PBF on business temporary residence. We are already simplifying our entry rules and streamlining processing for longer term temporary residence, as recently recommended by the Roach Committee and accepted by the government.

Greater ease of travel will help APEC meet its aims of stimulating trade and investment in the region. Beyond the greater ease of travel for our business people an APEC business travel card would be a symbol of APEC's potential to build bridges in our region.

Timely awards

"THE Norwegian Nobel Committee has decided to award the Nobel Peace Prize for 1995, in two equal parts, to JOSEPH ROTBLAT and to the Pugwash Conferences on Science and World Affairs, for their efforts to diminish the part played by nuclear arms in international politics and in the longer run to eliminate such arms," announced the committee chairman, Professor FRANCIS SEJERSTED.

It took some time for the news to sink in. The scores of journalist and TV teams who had gathered at the Nobel Institute's headquarters in Oslo on 13 October had prepared for a dozen likely candidates, from international leaders like JOHN MAJOR or JIMMY CARTER to imprisoned human rights activist such as China's WEI JINGSHANG and the Kurdish democrat LEYLA ZANA. But who was Rotblat? Had the Nobel Committee attempted to play it safe by steering clear of a politically controversial choice this year?

No fear of controversy

"Some may choose to interpret it that way, but we

to page 9

AIDS info drive in Caloocan

THE best weapon against the dreaded AIDS is education. Dr. ERLINDA B. MAURICIO, Caloocan City health officer says, "Public awareness is the best weapon against the spread of HIV and AIDS (human immunodeficiency virus/acquired immune deficiency syndrome).

She emphasized that Caloocan City is all out in its education, communication, prevention, and control campaign against the fatal disease.

This is all made possible through the assistance provided by the city's 188 barangays and the city's 43 fun houses in disseminating information on HIV-AIDS.

With their cooperation, seminars are held in the city's 24 health centers and 36 satellite health centers. This has also been made possible in fun houses where commercial sex workers (CSW) are employed. Actual tests are conducted at the Social Hygiene Clinic at City Hall.

Mauricio said that the 1,517 CSW registered in her office has had 5,215 clinical visits. Each CSW has a pink card as proof of registry at City Hall. Dr. MARISSA DE LA CERNA, chief of the Social Hygiene Clinic initials the pink card for every check-up.

In Caloocan CSW's are required to undergo medical check-up every 14 days, and those found positive for sexually transmitted disease (STD) are given counselling and free medicine by the Department of Health and city government of Caloocan.

AUSTRALIAN -- RP business matching

AUSTRALIAN Ambassador RICHARD SMITH explains to businessmen the wide-ranging economic restructuring development and changes within the last few years which have made Australia an attractive investment location. Ambassador Smith spoke during the Philippines first global business-matching forum held last week at Shangri-La EDSA Plaza Hotel in conjunction with the 21st Philippine Business Conference. With him were Board of Investment representative WILLIAM ILAGAN, Philippine Chamber of Commerce and Industry Vice President (Sectoral Affairs) RAUL HERNANDEZ and Australian Senior Trade Commisioner MIKE MOIGNARD.



Power firm gets SEC nod

THE Securities and Exchange Commission (SEC) gave its nod to the $37-million (P9.7 billion) floatation of American-Filipino firm CE Casecnan Water and Energy Co. in the international and local market. Of the entire amount approved $75 million will be floated locally. Maturity of the bonds has been set in year 2003. Of the bonds and notes sold internationally denominations would be in dollars.

CE Casecnan says the proceeds of the floatation will be used to partially fund the development, construction and operation of a combined irrigation and hydroelectric project.

The notes will be issued in three branches: floating rate notes of up to $100 million; series "A" notes of up to $125 million and series "A" bonds of not more than $200 million.

One of CA Casecnan's projects, in coordination with the National Irrigation Authority (NIA), is a $500 million irrigation facility in Nueva Ecija. MILES MCHUGH, manager of the consortium, said the firm has tapped US-based First Boston Bank as the lead underwriter for the bond float.

California Energy of the United States has a 35 per cent stake in the said project. Its partners include Peter Kiewit Sons Inc. of the United States and Filipino firm San Lorenzo Ruiz Corp.

The project will be undertaken under the build-operate-transfer (BOT) scheme.

RP unemployment rate soars to 10.4%

THE country's unemployment rate rose to 10.4% in the first semester of this year compared to last year's 9.9% covering the same period. This bit of bad news, however, is offset by a bit of good news with the decline in underemployment rate — from 22.1 to 19.4.

Socioeconomic Planning Secretary CIELITO T. HABITO, concurrently director-general of the National Economic and Development Authority, made these estimates as he discussed the macroeconomic parametersused in the formulation of the proposed 1996 national budget at a recent public hearing

of the Senate committee on finance.

Habito attributed the increase in the unemployment rate to the declining production and to the seasonal nature of agricultural employment. He pointed out that this year's surveys were taken under slightly different circumstances from those of last year. This is due to favorable weather in the third and fourth quarter of last year.

Habito also emphasized that the industrial and services sector employment rate substantially increased offsetting the decline in the agricultural sector.

On the matter of the decline in underemployment rate, Habito explained that more people are fully employed as opposed to part-time and seasonal employment and that more wage and salary jobs enjoy the benefits of Social Security System and leave credits.

The NEDA official also finally stressed that the country's labor market posted signs of improving health following the pattern of recovery of the whole economy.

Smith invites Cebuano investors

AUSTRALIAN Ambassador RICHARD SMITH invited Cebu businessmen to expand their business and seek new markets in Australia when he launched the first Australia is Open for Business Promotion at Shangri-La Hotel in Mactan Island on November. With Ambassador Smith were Australian Embassy First Secretary (Immigration) IAN COOTES and Second Secretary (Immigration) WILSON JOHNSON. Australia's sophisticated technology and easy access to the Asia-Pacific markets makes it an ideal place to do business. The popularity of Australia as a regional educational center as well as a tourist destination attracted enquiries from students and perspective tourists during the promotion.

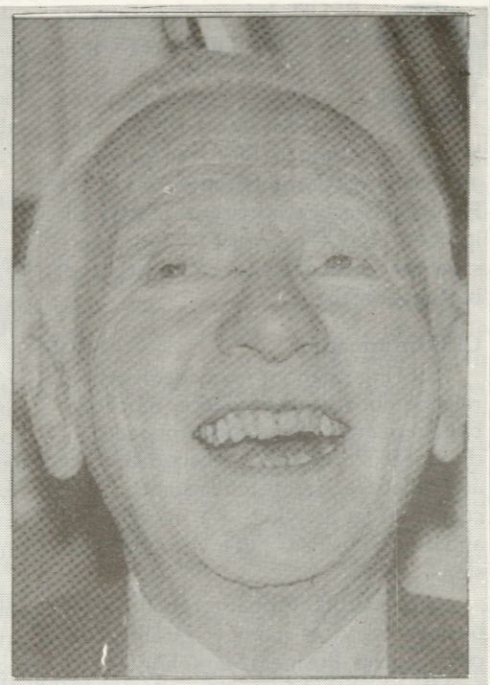


Foreign con't.

never try to avoid political controversies. The list of our choices over the years testifies to this," countered Sejersted.

"Was the Nobel Committee sending a message to China and France who continue to conduct nuclear bomb tests?" queried one reporter.

"This is obviously one of the messages that we want to convey," answered the committee chairman, "but it's really a message to all the nuclear powers." He explained further that the French tests at Mururoa were part of the total picture and contributed to the decision to give the award to the anti-nuclear movement, 50 years after two atom bombs were dropped on Japan.



1995 Nobel Peace Prize winner Joseph Rotblat quit the Manhattan bomb project in December 1994.

Worthy winners

There is no doubt that worthy winners were chosen. Joseph Rotblat, who will be 87 this November, was a Polish physicist working in England when Hitler attacked his country and he ended up working on the Manhattan Project which developed the American atom bomb.

Quit the project

In 1994 he quit the project when it became clear that the war in Europe would end before Germany could achieve nuclear capability. After Hiroshima, he devoted his life to warning scientists about letting their work be used inhumanely, and to the anti-nuclear cause in particular. In 1995 Rotblat was one of 11 scientists who signed the Russel-Einstein Manifesto which urged the East and West to cooperate in prevention of a nuclear war. The Manifesto, allegedly the last piece of paper signed by ALBERT EINSTEIN before his death, laid the foundation for the Pugwash Conferences which have worked relentlessly for a world without nuclear weapons since 1957. The 45th Pugwash Conference was held in Hiroshima last July and admonished the nuclear powers about "hedging" against a future worsening of political relationships by retaining large and diverse nuclear forces. It assessed that such policies — and a "do as we say, not as we do" approach to the future of nuclear weaponry — could increase the chance of such political decay.

"I'm delighted with this honour," said Joseph Rotblat, "the prize isn't to me personally, but to the small group of scientists which has persistently worked to save the world — often against its will," said the British-Polish prizewinner.

to page 11

CIBI INFORMATION and RATINGS

CREDIT INFORMATION BUREAU, INC.

CREDIT Information Bureau, Inc. (CIBI), the country's leading business information company was created through the joint effects of the Bangko Sentral ng Pilipinas (BSP), the Securities and Exchange Commission (SEC) and the Financial Executives Institute of the Philippines (FINEX) on April 14, 1982 to answer the serious need for a centralized business databank.

CIBI Information

CIBI Information provides current and reliable business information reports to both local and foreign companies and individuals. Through its extensive networks and database, it aims to constantly assist customers in arriving at a more sound and timely business and investment decisions.

Under CIBI Information are three key business services namely: Business Reports Service, Business Marketing Service and Receivables Management Service.

Business Reports Service

Mainly responsible in preparing business information reports, the unit's main product used as an impartial and systematic tool in any of the following:

- credit transactions
- joint ventures
- insurance coverage
- financial capabilities
- strategic plans and programs
- sales and marketing
- manpower evaluation and hirings

Business Reports Service consists of corporate and individual business reports, property search/verification, appraisal records, key business reports, family tree reports, industry reports, electronic access to negative reports, death claim reports, vessel verification, LTO checkings, and other database reports.

Currently it has about 2,000 subscribers with its international correspondence network extending to more than 200 countries.

Receivable Management Service (RMS)

The unit is tasked to provide the business community with a complete range of receivables management service starting with domestic and international debt collection, and blacklisting that can be accessed nationwide as well as worldwide.

RMS functions as an extra-judicial collection service unit that helps companies in their efficient and effective collection of current, bad and delinquent receivables.

RMS is a member of the American Collectors Association (ACA) and TCM Ltd., Inc., which allows it to gain access to reputable and professional collection agencies worldwide.

Business Marketing Service (BMS)

BMS function is to develop information packaged either in book or diskette form.

Presently it has three major products, namely:

Philippines 5000 – a print publication on the top 5000 corporations in the Philippines presented in a user-friendly, full color book-magazine. The book features key financial statistics per company and industry, general information on stock-listed firms, multinational corporations in the Philippines and interesting write-ups.

CIBI Directory – a compilation of the country's top corporations in diskette form primarily used for data checking, prospecting and mailing campaigns.

CIBI 5000 – a database on significant 3 - - year financial highlights of the top 5000 corporations in the Philippines in diskette form.

CIBI ratings

CIBI ratings provides an independent evaluation of a company's ability to pay on time the interest and principals on its debt issues like:

- short-term commercial papers
- long-term commercial papers
- corporate bonds
- convertible bonds
- municipal bonds

It acts as an independent third-party source of credit rating information to the business and financial community, government, and academe. It also aims to be an active player in the Philippine Capital Market Development by enhancing the growth of the debt security market and providing reliable credit rating to local and foreign investors.

CIBI Ratings began credit rating CP upon the endorsement of the Securities and Exchange Commission (SEC) in 1985. The first credit rating job was followed by several others as CIBI Rating rated eight more companies for a total CP issue of about P3 billion.

CIBI Ratings evaluates CP issuer's capability to pay the interest and principal when due. To do this, CIBI Ratings has two ratings bodies: the Rating Committee, composed of the managers and analyst of the Company; and the Rating Board, composed of experienced individuals who are well established in the fields of business, government and academe.

To arrive at a credit rating, the rating board takes a look at factors like market position, management, competition, the industry within which the company belongs, profitability, liquidity and cash flow, capital adequacy, and financial flexibility, among others.

As of June 20, 1995, CIBI Ratings has rated 34 companies with total CP issuances amounting to about P41.3 billion. Of the total amount of credit-rated CPs in 1994, P30.9 billion was accounted for by long-term CP issuers while P10.4 billion was accounted by short-term issuers.

An important aspect of CIBI's constant effort to improve rating skills is its being founding member of the Asean Forum of Credit Ratings Agencies (AFCRA). AFCRA was organized in late 1993 by rating agencies from Indonesia, Malaysia, Thailand, and the Philippines to promote collaboration and assistance among member agencies and to ensure that global standards are adhered to when it comes to the credit rating process. Through training workshops and conferences, the member credit rating agencies are able to improve analysts' skills, discuss key issues, update other members on recent company developments, map out strategies to increase awareness regarding ratings and promote greater acceptance of these not only in their respective countries but in the ASEAN region as well. AFCRA's present members are CIBI, Pefindo Credit Rating Indonesia Ltd., Rating Agency Malaysia Berhad (RAM), and Thai Rating and Information Services (TRIS).

Furthermore, the company is the only recognized correspondent in the Philippines of Dun & Bradstreet Corporation, the leading business information company worldwide. ■

QUEZON CITY PUBLIC LIBRARY

Continental Cement Corporation:

Rising to the challenges of development

ONE of the major signs of a country's economic development is the status or stage of its public infrastructures -- road network, airports, railways, bridges -- and private constructions such as commercial and residential buildings. Infrastructures are at the same time a precondition to economic development.

The commitment of the government to the country's industrialization is embodied in the present administration's "Philippines 2000," its vision to put our country at par with its newly industrialized Asian neighbors.

One very essential commodity in the development of the country's infrastructure network is cement, which, together with steel and aggregates, form concrete of which roads, bridges and buildings are made.

Continental Cement Corporation, is one of the 17 domestic companies engaged in the manufacture of Portland cement. It was established by experienced businessmen who responded to the shortage of domestically produced cement plaguing the growing Philippine economy more than two (2) decades ago. At that time, both the government infrastructure projects and the private construction industry were being hampered by the chronic problem of insufficient cement supply, which necessitated cement importations.

The first bag of "Continental" brand Portland Cement came out of the brand new cement plant located in Barrio Bigte, Norzagaray, Bulacan on August 21, 1972. Since then, "Continental" brand cement has been part and parcel of the country's cement industry and the development of our country.

Test results and analysis of "Continental" brand cement conducted by various foreign laboratories show that its quality meets ASTM and BSS-12/78 standards for Portland cement Type I. Because of this, the company also exported a part of its production to foreign countries, such as Indonesia, Hong Kong, Malaysia and Guam in 1974. "Continental" cement continues to be one of the leading quality cement in the market today.

Through the years, the company has endeavored to maintain its production facilities and increase its capacity through the periodic rehabilitation of its machinery and equipment.

In cooperation with the government, which has been encouraging the expansion of the domestic cement industry to meet the increasing cement needs of the Philippine economy, Continental Cement Corporation in 1992 embarked on an expansion project through the addition of another kiln line. The project is registered with the Board of Investments and is scheduled to operate by March 1996. The additional production of this expansion plant is geared mainly for the domestic market.

In view of the still insufficient capacity of the domestic cement industry to meet the present and projected requirements, Continental Cement Corporation's management again responded to our government's call for the expansion of the cement industry to alleviate the country's perennial cement supply problem by planning for a second expansion project. The new expansion plant is scheduled to be operational by the start of 1999. This project is also registered with the Board of Investments.

Continental Cement Corporations management takes pride in its mission of being an active participant in nation-building. It is a firm supporter of President FIDEL V. RAMOS' "Philippines 2000," the vision to make our country achieve Newly Industrialized Country (NIC) status by the turn of the century. The company eagerly looks forward to the time when all Filipinos will benefit, in terms of a higher quality of life, from the progress that NIChood will bring. ■

Foreign con't.

NTIOC '95 on business connections

ABOUT 200 key international business leaders and more than 1000 Australian business leaders attended the National Trade and Investment Outlook Conference (NTIOC) in Melbourne, Australia this December.

Host for NTIOC 95 was the Minister for Trade, Senator BOB MCMULLAN. The Prime Minister, Mr. PAUL KEATING, addressed delegates at a luncheon on the final day of the conference. Up to 10 federal ministers attended NTIOC 95, reflecting the importance of the event to Australia and its trading partners.

Established in 1993, NTIOC rapidly became recognized as one of the major international business forums in the Asia-Pacific region.

Almost 200 delegates from the nine featured markets (Brazil, Hong Kong, India, Indonesia, Japan, the Peoples Republic of China, the Philippines, South Africa and the United Kingdom) attended this year's conference. Special delegations from the Republic of Korea, Malaysia, Taiwan, Thailand and the United States also participated.

NTIOC provides a valuable forum for key business executives from around Australia and the region to exchange information and ideas and to do business . It also create new global business opportunities for Australian companies and their regional counterparts.

"Business Connections" was the catchcry for NTIOC 95 with special emphasis placed on business networking, including a purpose-designed business lounge.

MEL Mathay



Ageless, tireless and relentless

BY KATHERINE CO

QUEZON City Mayor ISMAEL MATHAY JR. is the epitome of a man living a clean life. One who doesn't smoke or drink. Eats Japanese food a lot and somehow at 63, manages several speaking engagements, attends meetings and most importantly runs a city, 24 hours a day, 365 days a year. Even for an active youth waking up early in order to attend a flag ceremony is already punishing. But for Mayor Mathay, his mornings are usually for his People's Hour. He talks to each person who seeks him out and asks for his help. Through it all he maintains a happy disposition, and wears a smile.

He is a man of action, of few words. He would rather get the job done quickly than spend time talking about it. Most of his time is spent trying to create a healthy economic climate for the growth and development of Q.C. A tall vision for a man his age, but loving his work is what keeps him going. Hard work is Mels' legacy from his father, and that's what he has taught his children too who have chosen to follow their father's footsteps.

And product of both public and private schools, Mathay finished his BSBA degree, major in Economics, at the University of the Philippines in 1953 and his law degree at the San Beda College in 1957. He took and passed the bar examinations that same year and eventually was admitted Member of the Philippine Bar.

Even during his UP student days, he already showed manifestations of a great leader. He became his college representative to the University Senior Council, in addition to his membership in the Editorial Board of the Philippine Collegian and in the various university's fraternal organizations.

In private sector, he easily proved his mettle and won recognition when at an early age, he became President of the Association of Filipino Grocers, Director of the Philippine Automotive Association, President of the Purefoods Corporation, and President and General Manager of the Capitol Motors corporation.

He was elected Vice-Mayor of Quezon City in November 1967. During his stint as Vice Mayor, numerous awards and certificates of merit and appreciation were bestowed upon him by various community and civic organizations in recognition of his splendid record as a public servant and for his untiring support to these institutions and all that they stand for. His dedication and performance in the public service could easily pass the probing eyes of any critics. For indeed he served Quezon City and his constituents with honor and distribution.

As a politician, we take our hats off to him. He is not just an ordinary politician. He considers politics as a condition imposed by our acceptance of free institutions, to live with and to influence that we may have a better government, a better society. He is one politician who would never cater to the whims and caprices of the voters for he would only go with them as far as what is right and just and good for them. Once, referring to the plight of the squatters of Quezon City whose welfare he has concerned himself with even up to now, he postulated that "those who have less in life should be provided with the tools with which to work out their own destinies, with dignity and freedom."

But for those of us who are close to him and had the opportunity to take a closer look, we would rather look up to him more as a man whose every act rings with sincerity. His beliefs, as we view them from a distance, are simple and down-to-earth. He believes, for example, that one way to keep a man's feet on the ground is to put a heavy responsibility on his shoulders; that the best way to get rid of one's duties is to discharge them — and discharge them well; that the highest reward for one's toil is not what he gets for it but what he becomes by it; that a man with others in keeping with the saying that a candle does not lose its light by lighting another candle; that a man can preach a better sermon with his life than with his lips; and, last but not least, is that man in order to win his battles in life, must surrender to his conscience.

It took all of 25 years for Mathay to become Mayor of Quezon City but the uphill climb to get to the top of the political ladder was worth all the wait after the overwhelming vote of trust and confidence given to him by his constituents.

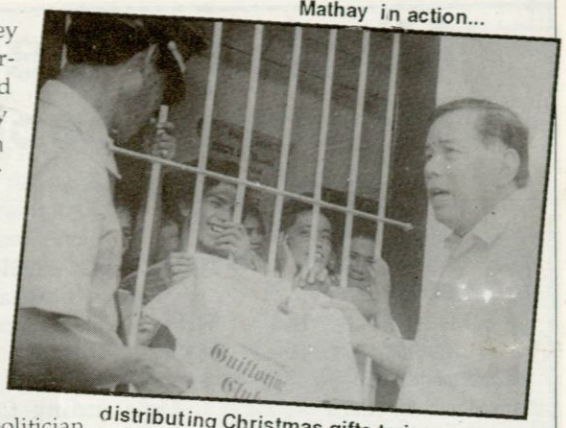
Overseeing the complex problems of Quezon City should have been enough work for a man with his kind of zeal and energy, but this did not become a barrier at all, when Mayor Mathay's peers voted him to become Chairman of the Metropolitan Manila Authority.

Mathay is the first city mayor to be elected MMA Chairman. He served as MMA Chairman for 18 months until August 1994.

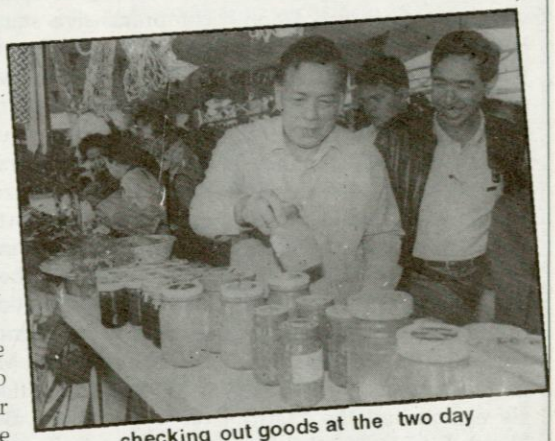
On May 8, 1995, Mathay, who virtually run unopposed, won a fresh mandate overwhelmingly. He said his administra-

to next page

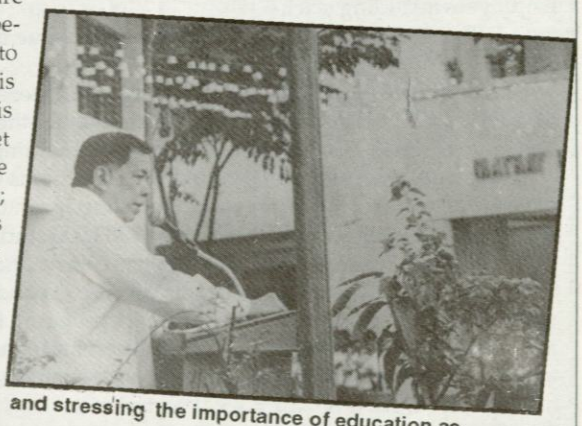
Mathay in action...



distributing Christmas gifts to inmates of Quezon City jail...



...checking out goods at the two day Agro-Industrial Fair...



and stressing the importance of education as he speaks to students.

All about Mel
Outstanding public administrator

He distinguished himself as Vice-Governor of Metro Manila, where he successfully addressed the complex problems of urbanization for many years. In the 1984 Batasang Pambansa elections, he survived the then opposition landslide in Quezon City, where he had served earlier as elected Vice-Mayor. He repeated the feat in the May 1989 Congressional elections, winning as an independent candidate. In the House, his long experience as administrator of Metro manila has guided his colleagues in the rationalization of the problems of local government administration. He established the Metro Manila Standardized Compensation Plan for Metro-employees including teachers.

Champion for the cause of teachers, drivers and the urban poor

As a public servant he paved the way for he increase in pay and allowances of teachers and in turn averted prolonged teacher strikes. He has had a chance to settle drivers' strikes and took the initiative to coordinate with local government agencies in setting up 29 zonal improvement programs.

Fighter for justice

Mathay caused the release of deserving inmates to decongest local jails. He also recommended the designation of inquest fiscals and judges to act on applications for bail on a round the clock basis. All these came about when he headed the Metro Manila Committee on Justice.

Outstanding Congressional record

Mathay co-sponsored a comprehensive standardized pay plan for all government employees. He also worked for the approval and release of funds for infrastructure project and aborted a 300% real estate tax increase in Quezon City.

Positions held in the House include the following: Senior Vice-Chairman of the Committee on Appropriations, Vice-Chairman for Committee on Public Order, and Member of the House committees on Local Government, Banks and Currencies, Suffrage and Electoral Reforms, and Housing.

Believer in value of education

As mayor of Quezon City he paved the way for the building of 57 schoolbuildings providing 603 classrooms to ease classroom shortage in the city which has 282,000 students in public elementary and high schools. He also expanded the Scholarship program for the poor but deserving high school students and established the QC Polytechnic.

Service provider

Mathay also pioneered the establishment of the QC Hall 'Yakap' Day Care Center for pre-school children of City Hall employees. He is also the first major in the country to declare Quezon City as "Mother-baby friendly" city by actively promoting breastfeeding.

In terms of basic services

to next page



Mayor Ismael A. Mathay Jr. and Mayor Armie Adamsen of Las Vegas, Nevada.

tion, will focus on four major concerns in the next three years of his second term — addressing the concerns of landless residents in Quezon City; the total closure of the Payatas open dumpsite and its replacement by an environmentally friendly waste disposal system; completion of vital road networks; and coordinating with the national government in the resolution of the water crisis.

Running. Q.C. is not a joke, what with its' sprawling over 15,000 hectares which is home to almost 1.6 million people.

The three main problems of the city, and any other city for that matter, are garbage, traffic and squatters. Mathay believes that the solution to all these is education. Mass information need to be disseminated through all classes of society. He has repeatedly stressed the importance of strengthening the public schools' educational programs.

Even with the odd-even scheme being implemented, traffic is still at its worst. One couldn't help but cry especially during rush hours. With the plan of building the City as the next financial centre, Mathay's administration must pave the way for a better traffic situation in the City in order for it to attract investors.

With the vast area of Q.C., squatters continue to grow in numbers and will continue to do so unless countryside development is implemented soon. Still many people in the provinces believe that living in the city will eventually make their life better. Thus the influx of hopefuls continues. Congestion will not help in achieving the city's aim.

Mathay's goal is to build the city as the next financial centre. He also believes in keeping faith with the City's founding father, MANUEL L. QUEZON, who envisioned and designed Q.C. as the country's premier city.

To help sustain the growth Mathay has prepared developmental projects for Payatas. Revenue collection saw vast improvements, especially on the building electrical inspections. Another source of revenue comes from wiring permits and certificate of inspections. This revenue will be used by the city government for its social services projects.

With the recent low supply of rice in the country. Mathay directed the mobilization of rolling stores in order to protect consumers from unscrupulous traders and price manipulators. What with all the problems besieging the country, Mathay exhorts Q.C. residents not only to unite and work together

for a progressive Q.C., but for the nation as well. One must not only envision but move and persevere despite the trying times.

Mayor Mathay reassures his constituents that greater effort will be exerted on improving the quality of life for everyone. He will try hard to keep up with the people's expectations and at the same time, pursue the Citys' Centennial goal, which will be celebrated next year. He believes that whatever Q.C. envisions will not be achieved without the full support and cooperation of the private sector and businessmen, the prime movers in achieving Philippines 2000.

Mathay believes that the city's economic development potential is enormous. Due mainly to its vast underdeveloped land areas: the accessibility of certain locations; a growing middle class and increasing residential population and lastly, the relatively low cost of real estate properties.



Mayor Mel Mathay leads officials of the Philippine Reality Corp. in the groundbreaking ceremonies for the Andrea North building at a 2.8 hectare complex at the corner of Aurora Boulevard and Balete Drive.

Majority of the City is composed of residential areas. The business enterprises here are of the small and medium scale. In order to maximize employment and raise revenues, it has to increase the business development side and attract more investors to the city.

Mathay's administration's goal is to install an efficient and effective management structure and system in City Hall. Streamlining all the functions of the existing offices and its responsibilities. Thus, creating a more people oriented bureaucracy. In order to achieve his dream, he has taken steps to push for the development of the North Triangle as a developmental Ayala and Ortigas. Such developments, he believes will increase dramatically the revenues of the city.

Peace and order has slowly but surely improved. The local government recently gave the Quezon City police force new mobile cars. Mathay shall work to strengthen the police force by reviving the police patrol beats in critical areas. Increasing the budget for training and most especially increasing their take home pay. He is also mulling on the idea of granting supplementary compensation for the police force.

His administration gives importance to the delivery of the basic social services to the people. Several social programs and projects for the underprivileged, urban poor are ongoing. Expanding these programs and providing more funds shall improve the outreach especially to depressed areas.

Improvements of existing infrastructures to increase city roads mileage, accelerate repairs of damaged ones, and clearance of obstructions in streets are part of the delivery of social services. These will also help lessen flooding in certain areas in the city.

Quezon City's continued growth is inevitable. The local administration just has to take more aggressive steps and clear cut measures to better implement their programs. Business and economic development in the city will vastly improve with investments coming in and the property values rising.

Reconstitution of certain land areas for industrial development will have to be implemented or worked upon as soon as possible so that there won't be stumbling blocks when all the systems have been set. The mayor's grand vision is shared wholeheartedly by his staff from Vice Mayor Herbert Bautista to the lowest barangay member. The people of Q.C. also share his enthusiasm for the upcoming projects. "Philippines 2000 is a vision not hard to achieve if everyone works for its success." Mathay says. Discipline and hard work will make the nation the next lion of Asia. With this goal of the national government, Mel Mathay wants to build a future also on the same hierarchy, based on the same principle and with the same result: BUILDING Q.C. AS THE NEXT FINANCIAL CENTRE.

All about . . . con't.

he spearheaded the building of over 447 deep wells in urban poor communities to cover areas not yet reached by the MWSS. He also organized "SMILE Food Caravans," which are actually rolling stores selling basic commodities at low prices especially in depressed areas.

The Private Citizen

He was president of Capitol Motors Corporation from 1963 to 1967 and was president of Purefoods Corporation from 1959 to 1963

The Sportsman barangay-based sports program. He also pushed for the Summer Youth Olympic Program which aims to promote the athletic and prowess of the QC youth.

Citations

Mayor Mel Mathay was cited on June 1994 by Channel 2's "Hoy Gising!" for the outstanding performance of his duties and responsibilities in the service of Filipino." He has also been the recipient of "Hoy Gising" Hall of Fame awardee for two consecutive years (1993 and 1994).

In 1994 he was also cited as a most outstanding member of Pan Xenia, an international professional foreign trade fraternity which he joined as a student at the University of the Philippines.

Livelihood Mogul;

Mayor Mathay batted for the citywide development of the Cooperative movement. He launched "Kabuhayan 2000" which aims to generate more jobs for QC residents.

The Environmentalist

Mayor Mathay spearheaded the use of the three R's — Reuse, Reduce, and Recycle in solving the garbage crisis. He also spearheaded the anti-smoke belching drive in QC to counteract air pollution and safeguard the health of QC residents. In the same regard he intensified garbage recycling program and improvement of trash collection system in the metropolis. He also co-hosted the Global Youth Earthsaving Summit (GLOBAL YES).

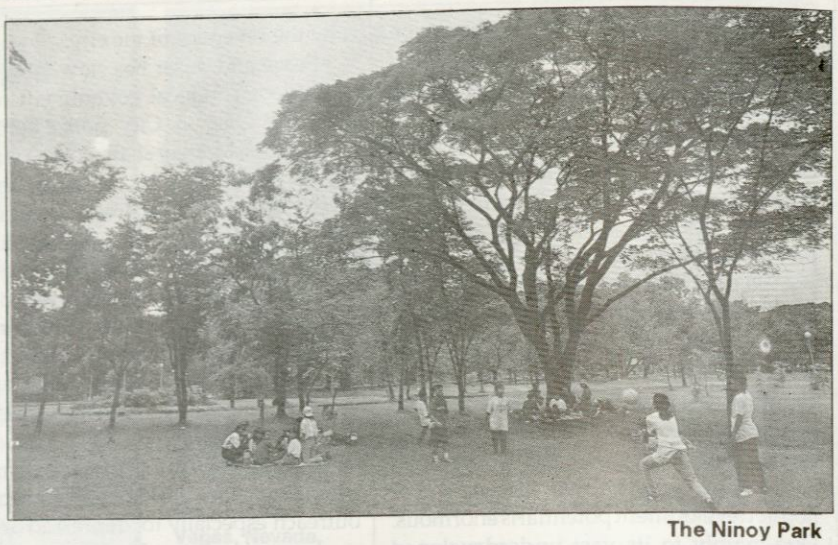
QUEZON CITY: From an ardent dream to a gleaming reality

IN TRACING the history of any other city, one might begin with its name, its early inhabitants, its port, or the types of early architecture. Here in Quezon City, one has to begin and end with its founder and his dream. It is a 'Quezonian landscape, 'just as fascinating in its way as anything that nature has created in the ridges of Tagaytay or Baguio. For the physical, political, economic and socio-cultural components of the city are the manifestations of his dream for the place and its people.



Mayor Mel Mathay in front or Quezon City Hall

In his address before the members of the National Assembly on September 18, 1939, Quezon expounded on his dream for a "...capital city, that politically shall be the seat of government; aesthetically the showplace of the nation -- a place that thousands of people will come and visit as the epitome of culture and spirit of the country; socially, a dignified concentration of human life, aspirations and endeavors and achievements; and economically as a productive, self-contained community." The late President's endorsement of the creation of a capital city was the fruition of the efforts of a group of people, who as early as 1904 according to a historian, has conceived of founding a place for the impending excess population of Manila. The quest culminated with the passage of Commonwealth Act No. 502 by the National Assembly, which was signed by the President on October 12, 1939, creating Quezon City.



The Ninoy Park

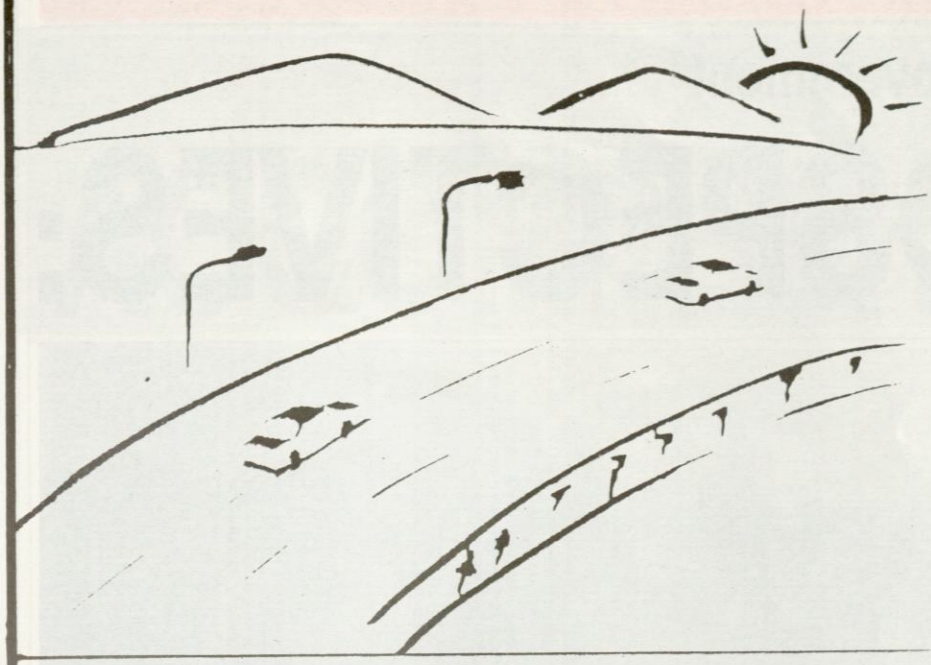
The type and rate of growth and trend towards which Quezon City developed its own image and identity have been greatly influenced by plans in the past aimed at providing an appropriate environment for an identified group of people envisioned by the late president. The Frost Plan was prepared to crystallize this vision. But it was shortlived for in 1948, the Capital City Planning Commission was created and the 1949 master plan for the capital city was laid based on the same concept and direction - that which would provide not only residential lots for the small employee but also jobs for the unemployed and where constitutional offices will function in an atmosphere of dignity, freedom and human happiness.

> Quezon City's development has faithfully been inspired by the vision of its founder.

Partially, this plan was implemented. Through the years, the city administration was guided by the zoning ordinance to arm itself in directing, controlling and regulating development. In 1976, urban planning was given the needed boost with the completion of the Quezon City Comprehensive Development Program, wherein the conceptual land use plan was incorporated. One of the goals of the general plan is to direct the physical development of the city and its environs in relation to its social and economic well-being for the fulfillment of the rightful common destiny, and to serve as the basic frame of reference for all administration and regulatory measures relating to the physical development of the city -- the zoning ordinance, subdivision regulations, urban renewal, and the capital improvement expenditures, among others.

Today, Quezon City can boast of several achievements which partially fulfills the dream of Quezon for the city. On the institutional front, the most notable accomplishment is the construction of the permanent, seat of government at Constitution Hills -- the Batasang Pambansa Complex.

Quezon City still has a lot of potentials for future development. At this stage of its development, it cannot be denied that its development has faithfully been inspired by the vision of its founder, and that its future growth, as envisioned in its conceptual development plan, is a fulfillment of his dream. ■



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1610 Quezon Ave.
Quezon City

Administration : 977145
Sales : 981888
999102
975963
Fax No. : 921-3592

Plant Site:
Barrio Bigte
Norzagaray, Bulacan

The Quezon City Government

RETROSPECTIVES:

THE results of the efforts and programs during the last three years of the first term of Mathay Administration received very high approval from the people as revealed in a series of Social Weather Station Surveys in 1993, 1994 and 1995.

The highlights of these accomplishments are as follows:



Inspecting traffic roads at 6 am.

Improving public education

The abiding commitment for public education in the City is to improve the quality and standards of public elementary and secondary education in the City as well as provide opportunities for high school graduates and out-of-school youth and unemployed adults for skills training to improve their employment opportunities.

To provide improved learning environment, 44 solid sturdy schoolbuildings were built with 540 classrooms, thus relieving severe congestions in schools.

To provide opportunities for bright but needy students, the City government implements a big scholarship program which to date has benefited some 4,000 students.

Basic physical infrastructures

All in all, some 180 kilometers of primary and secondary City roads have been repaired and constructed, including interneighborhood roads in barangays and subdivisions as detour routes for traversing crowded Commonwealth Avenue. Canals and rivers in the city have likewise been dredged to ease flooding as this safeguards nearby residents.

Lighting the city

Among the programs with the highest approval from the people is the lighting and beautification of city streets -- covering all major thoroughfares and many secondary streets. This has helped deter crime and assure safety, particularly of late night shift workers.

Improving the delivery of basic services

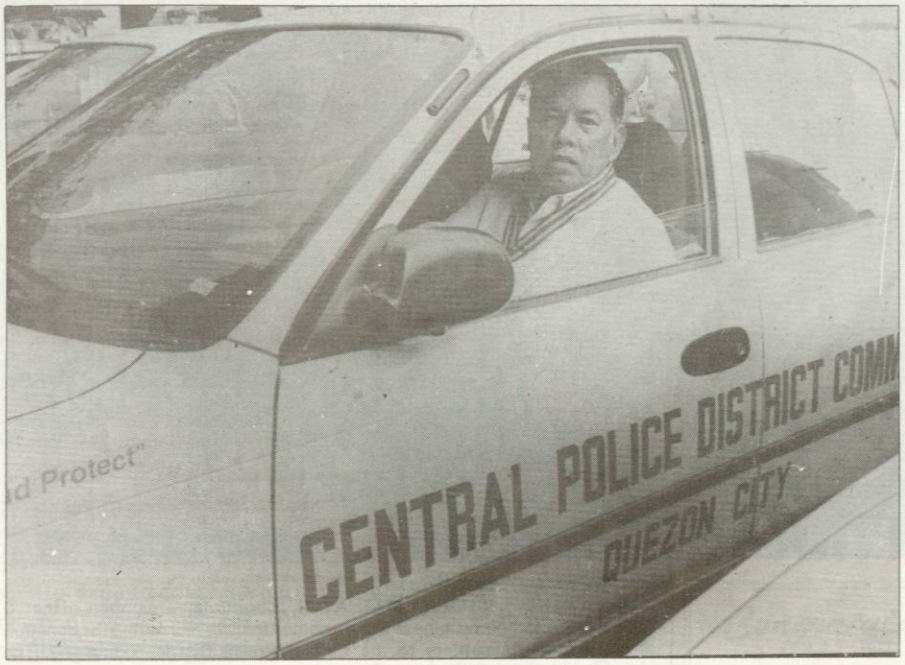
With two million people, of which 52 percent of this population are urban poor, the requisite needs therefore are for basic services for education, health services, housing, utilities (water and power), and social services and assistance.

Outside of the massive renovation of the Quezon City General Hospital, two more branch hospitals (one in Sta. Lucia and the other in San Bartolome, Novaliches) were constructed with two more to be constructed shortly. In addition, an increased number of barangay health centers (54 in all), have expanded their reach and services.

Intervention programs for basic services such as the

QUEZON CITY PUBLIC LIBRARY

1992-1995 ACCOMPLISHMENTS



New mobile patrol cars for central police district command: Quezon City Mayor ISMAEL A. MATHAY JR. tries out one of the brand new mobile patrol cars bought by the City Government for the Central Police District Command as part of his commitment to upgrade the equipment of the police force. The equipment, including two-way radios, will allow the police a faster response time for emergencies and make them more visible on the streets.



Motorcycle for traffic control group: Quezon City Mayor ISMAEL A. MATHAY JR. checks out one of the Yamaha motorbikes of the Special Traffic Action Group. The group was created as one of the measures to alleviate traffic in major thoroughfares and intersections throughout the city.

SMILE (Social Mobilization for the Improvement of Life and Environment) Program and those of the NGOs are now viable ongoing initiatives.

The City installed some 544 artesian and deep wells, and 160 more are planned for next year while one community water system (in Lupang Pangako, Payatas) installed in 1993, provides water for some 500 families.

The Depressed Area Electrification Program, a Meralco initiative in collaboration with the local government, has had success in Quezon City.

With the six job fairs over the last two years conducted by the City through the Industrial Relations Office, some 4,000 job applicants have been placed both here and abroad with the cooperation of business establishments in the City.

Peace and order

The City government has provided additional financial incentives to the Central Police District Command uniformed personnel, beefed up its equipment with some additional 35 mobile cars, 30 motorcyles and radio equipment for police units.

Improving our environment

The very first initiative of the Mathay administration in 1992 was to launch a massive cleanup and collection of garbage.

The City government is now considering various proposals for large scale disposal systems including commercial recycling, waste-to-energy plant, and composting while implementing reduce, reuse and community recycling programs, or the three R's of waste management.

Quezon City is among the first to implement an aggressive anti-smoke belching campaign. Over 150,000 vehicles have already been apprehended in this effort.

to next page

Restrospectives...con't.

Improving public assistance services

Public assistance services to the people are among the concerns which have been streamlined over the last two years. These include servicing requirement from the Civil registry, processing application for business permits and licenses, tax assessments and payment, as well as quick redress of grievances.

Next year, the City government will computerize our records and this will facilitate the release of vital documents like birth certificates and business licenses.

Business development

The Business Development Program was designed to promote investments in the City and expand and improve collaboration with the private business sector to develop the City through expansion of its revenue base, improving the collection of revenues, enhancing support services and assistance for the business sector, and adoption of promotive policy.



New typewriters for QC police :
Quezon City Mayor ISMAEL A. MATHAY JR. congratulates members of the QC Association of Filipino-Chinese Businessmen Inc:. for facilitating the donation of six manual typewriters to the Central Police District Command. The typewriters will be placed inside mobile investigation vans donated by Mayor Mathay for the CPDC. Present during the turnover were Councilor JORGE BANAL, CDPC Director Chief Supt. RICARDO DE LEON, association president NEMESIO CO, assistant treasurer and chairman of the committee on police affairs NESTOR SYTENGCO, vice president TONY CHUA and directors LORENZO CHING, JOHN YEH and SALVADOR PICA.

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Close collaboration of the executive and legislative branches of the city

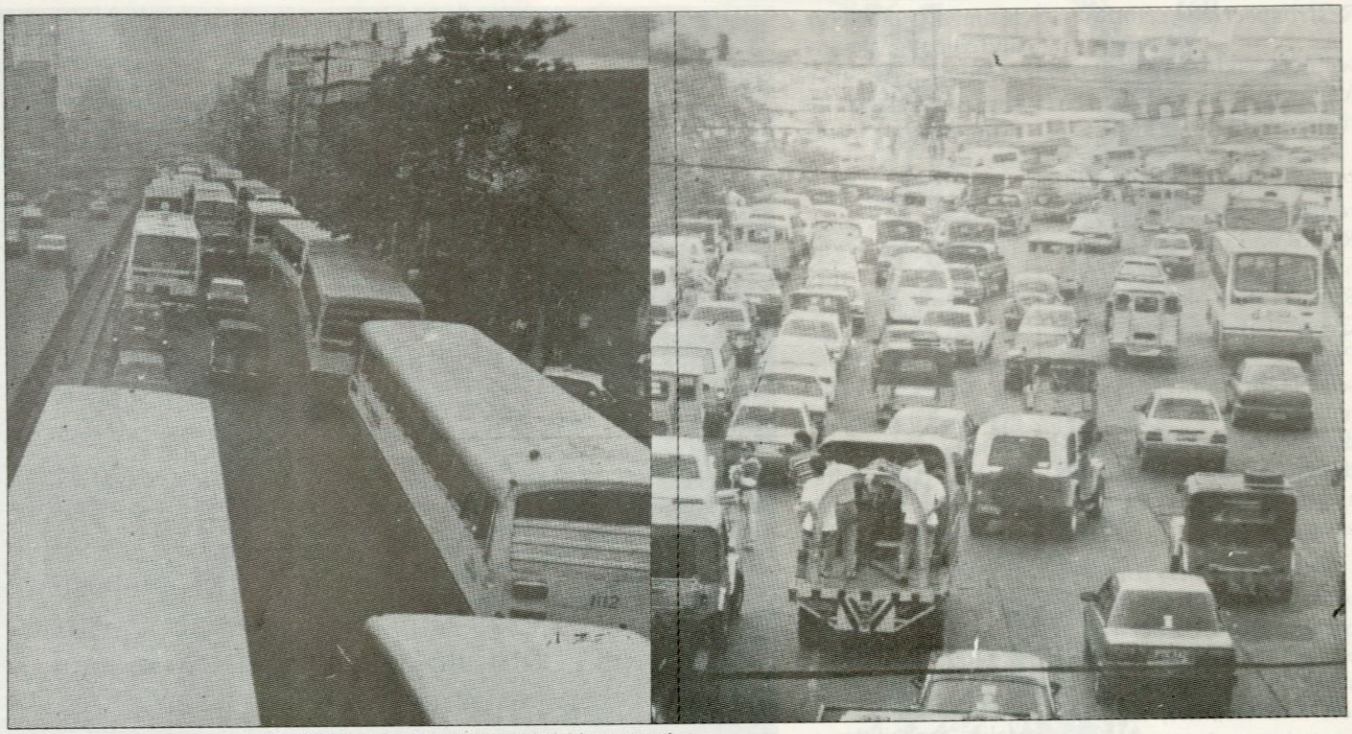
The achievements outlined were to a good part due to the close working collaboration between the Office of the Mayor and the executive offices and the City Council.

Plans and programs for the next three years 1995-1998

Knowing the strengths and resources and invigorated by the overwhelming mandate of the people, Quezon City proceeded with utmost confidence in pursuing the Program of Government for the next three years.

It was necessary to *reenergize* the efforts of its leaders and administrators and employees *restructure* the City government's organization and administrative operations, and *revitalize* the cooperative linkages among the City government, the barangays, the communities and the non-governmental organizations.

First, *Housing and Resettlement* was the top priority as QC aimed to provide housing and shelter for some one-third of the total families. The effort should not anymore be small-scale but quantum, aiming to resettle and house hundreds of thousands of squatter residents in well-planned communities amply provided with basic necessities and services, accessible to employment and work areas, and conducive to



Clean and green movement: First to implement Anti-smoke belching campaign.

quiet living.

Second, *Improvement of Basic Services.* It was necessary to expand coverage and reach of basic services, for health and medical needs, social welfare, relief assistance, with priority beneficiaries such as the youth, the informed, the elderly and the unemployed.

The City also launched the Water Source Development and Distribution Program to reach out to communities not yet served by the Metropolitan Waterworks and Sewerage System.

The Depressed Area Electrification Program will be continued and will be accelerated to reach out to more communities.

Third, *Educational Development.* This will include more schoolbuilding construction as well as rehabilitation and renovations of many of the old serviceable ones and assure more and well-equipped classrooms and laboratories.

Improving teaching competencies in a continuing program as more teachers will undergo in-service training initially in mathematics, science and language and eventually in other subjects such as civics and social studies.

Fourth, *Infrastructure Development.* Schoolbuilding and road construction constituted the major thrusts of the city's infrastructure program over the last three years. This will continue over the next three years to include housing construction, water systems distribution, public markets renovation and reconstruction, new hospitals, and district office facilities.

Under consideration and for which proposals have been received are:

a) *Light Rail or Monorail Transit System* on a route around the City (a rail loop of some 34 kilometer which will eventually link with the LRT III, providing mass transit for the City and accelerating the business development along the route.

b) *A Waste-to-Energy Project* for garbage disposal converting some 1,400 tons of garbage or solid wastes to 25 to 40 megawatts for power with recycled by-products to boost private investments also on a Build-Operate-Transfer basis.

Thus, for both the projects, the City government

to next page

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will not spend a single centavo for development and operations over at least 15 years.

c) *The Payatas Development Program* which has been directed by President Fidel V. Ramos and includes, among others, a major highway from San Mateo-Marikina to Quezon City passing through Payatas, city road networks, schools and branch hospitals, housing, and small-scale industries in Payatas and on the designated economic zones along Commonwealth Avenue.

Fifth, *Business Development.* Quezon City is in need of a Business Center which will integrate areas for five-star hotels, convention centers and facilities, high-rise upper income housing, socialized housing for workers and employees, commercial establishments, transport and communications facilities, and other support facilities to attract investors to the City.

Sixth, *Environmental Improvement.* The problem of waste collection and disposal should be resolved during these next three years. There is a sense of urgency in this regard with the closure of the Payatas Dumpsite, and with growing accumulation of solid wastes as population increases.

Seventh, *Peace and Order.* Priority will continue to be placed on upgrading police capabilities -- hiring more uniformed personnel, upgrading the equipment and mobility,



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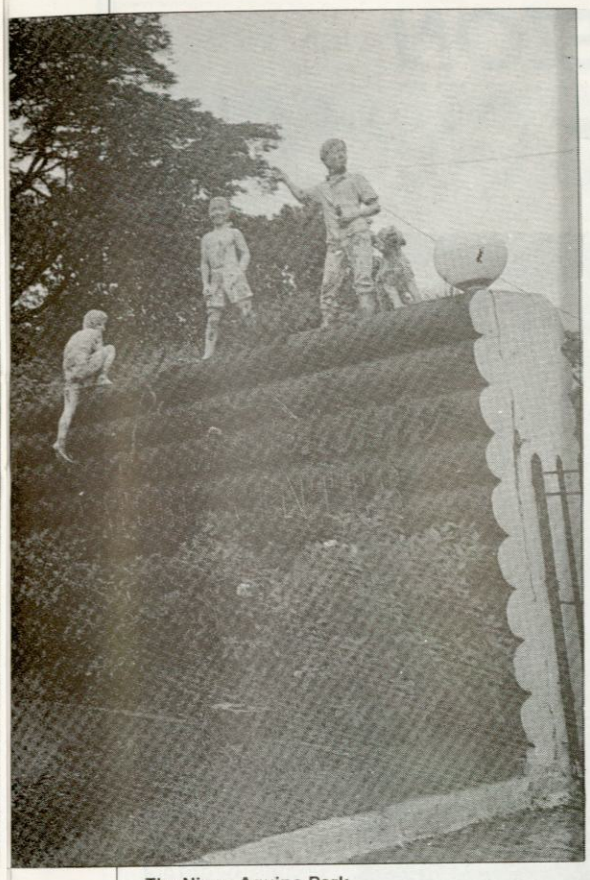


The Ninoy Aquino Park

improving crime monitoring, improving traffic enforcement, installing quick response operations, activating peace and order councils down to the barangays, strengthening collaboration with the NGOs, and improving police administration and management.

Eight, *Cultural Development.* The Mayor has just created a Quezon City Commission for Culture, the Arts and History. This is significant in view of the forthcoming Centennial Celebration, and in recognition of the fact that Quezon City is identified by the National Centennial Commission as the starting point of the Heritage Freedom Trail, and where the cry of Pugad Lawin became the signal start of the revolution for independence from Spain.

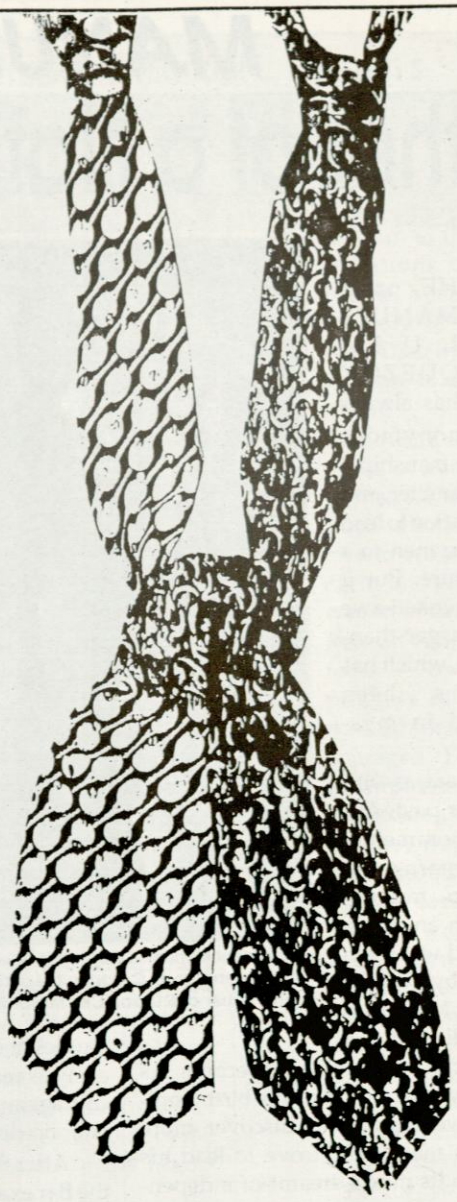
Ninth, *Revenue Development.* Given these major program thrust of the City, it is imperative that the City pursue the goal regard includes improvement in the collection efforts of existing taxes, adoption of the new schedule of fair market values which is long overdue, adoption of a new land use and zoning regulations, promotion of investments in the City, and the development of a business center for the City.

In this respect, what was essential was the collaborative support of the business sector which was gained by supportive fiscal policies and incentives, and by the improvement of public assistance services to the business sector.

And Tenth, *Continuing Improvement in Government Administrative Operations.* On top of all this is the need to continuously improve the efficiency of city administration to effectively deliver basic services to the population.

Barangay involvement needs to be enriched and enhanced, in traffic management, in crime prevention and control, in solid waste collection and disposal, in environment improvement and beautification, in youth development, and certainly even in revenue development as the constituencies need to be sensitized to civic responsibilities.

That is the mandate. This is Quezon City's program. The challenge before its leaders is to carry this program through with the full backing of the City Council and the support of our people. ■



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MANUEL L. QUEZON

Father of a Nation, and a Great City



President Manuel L. Quezon (seated) and some key aides of the Commonwealth government in-exile in Washington, D.C. during the outbreak of World War II, notably ISMAEL MATHAY SR. (second from left), father of Quezon City Mayor Ismael A. Mathay Jr.

THE name MANUEL LUIS QUEZON has always been synonymous with statesmanship, a strong character, and determination to lead his countrymen to a better future. But it has also evoked awe for the larger-than-life figure, which has sometimes been shrouded in mystique.

This year, as with every year past, August 19 is commemorated to honor a president who, indeed, ruled with an imperial air and was even idolized by former president Marcos -- but who did not end up the dictator that Marcos became. As with every celebration of his birth anniversary, we attempt to discover more about this man who strove to lead his country to its much dreamt-of independence.

Born in Baler, Quezon on August 19, 1878, Manuel Quezon grew up under his parents' tutelage and supervision. At age seven, he studied under the guidance of Fr. Teodoro Fernandez, the parish priest of Baler.

His later studies were spent at the Colegio de San Juan de Letran, where he more than satisfactorily completed the instruction course.

It was in the University of Santo Tomas where the young Quezon wanted to study and finish law -- his great passion at that time. And with the help of his former professor FATHER TAMAYO, he enrolled at the UST and was given free tuition and lodging.

But the war in 1989 put a stop to his studies and he joined General Aguinaldo's army as major. Even then, he displayed the courage and strength of character that would later on distinguish his political career.

After the war, he received the results of the Bar examinations, which he had passed without any difficulty. After a succession of jobs in several law firms and becoming prosecuting attorney, he decided to run for provincial governor of his home province in 1904.

From that point on, his political career took off.

He become a member of the first Philippine Assembly and was subsequently elected as Resident Commissioner at Washington. It was while he held this position that he demonstrated the determination to defend the Philippines' position and that of its people at all times.

While he was Resident Commissioner, the Jones Law -- which placed in record, for the first time, the United States' promise to grant the country its long-awaited independence -- was passed. Much of the effort in having this passed came from Quezon himself, who lobbied the US Congress for the bill's approval.

With the achievement, he was elected Senate president in 1916.

His marriage to Aurora Aragon barely two years later was blessed with four children.

He fought against the Hare-Hawes-Cutting Act in the 1930s, because he did not believe it would achieve its avowed goal to grant independence to the country. Firm in his conviction that the measure would not benefit the Filipino people, he campaigned hard for the non-passage of the measure and won.

This was followed by the Tydings-McDuffie Law, a bill containing almost the same benefits espoused by the Hare-Hawes-Cutting Act, but which Quezon believed would be better for the people.

In 1935, he was elected president of the Philippine Commonwealth--a position which he held for 10 years, one of the longest tenures of a president in the country's history.

As president, he fought what he perceived were efforts by the Americans to curtail his powers as president despite their promises to give Filipino leaders full rein over the country's affairs.

This conflict with LEONARD WOOD, then governor general, sparked Quezon's now-famous remark that it is "Better to have a government run like hell by Filipinos than a government run like heaven by Americans."

His 10 years as president also saw the construction of several public buildings in Manila and provincial capitals, and a steady increase in the number of roads, schools, hospitals and other vital infrastructure throughout the country.

Many historians have also analyzed Quezon's presidency as one that was very close to the masses, in spite of his being mestizo, and the fact that he was rubbing elbows with world leaders.

And even as he was regarded by many as aloof and imperial in manner, President Quezon, as one close friend described him, was humble and readily admitted his mistakes -- a quality that is sorely missing in some of today's politicians.

> "Filipinos should have full run over their country's affairs.
> "Better to have a government run like hell by Filipinos than a government run like heaven by Americans."

Another ideal which Quezon held sacred was justice. For him, social justice was "not love, not generously, not charity, but plain justice. I am not asking the rich to give charity to the poor. I am asking them to do justice to the poor."

One morning in July 1938, he set out on a mission to give flesh to his obsession with social justice. He and good friend Don ALEJANDRO ROCES contemplated over breakfast the idea of government buying a big tract of land outside Manila, and then subsidizing this and selling the parcels to workers.

Thus was born the first massive, government-financed workers paradise, and the first completed sentiment was aptly called "Barrio Obrero" (now Kamuning). But the vision of President Quezon stretched farther into the horizon. The hub of low-cost housing would also be, in his dream, a government and educational center. He would spend the next few years cajoling the rest of government to fulfill that dream even up to the eve of the Second World War.

After the outbreak of the war, Quezon had no choice but to leave the country, but not after he had given out instructions to his sub-ordinates nationwide. In the United States, he continued working for more American aid to the country and its eventual liberation.

But a lingering illness soon cut short his work and on August 1, 1944, Quezon died in Saranac, New York.

The sad thing about it was that he did not even see his country's liberation from foreign invaders and its full independence.

He also did not live to see the full fruition of his labors to build the "new Filipino metropolis" that was named after him. But today, all the best reminders of this great man are reposed in the center of the city he loved so much, and his monument stands proudly over all those he wanted to be gathered, like immigrants, in her warm bosom. ■

President Manuel L. Quezon's
Code of Ethics

I. Have faith in Divine Providence that guides the destinies of men and nations.

II. Love your country for it is the home of your people, the seat of your affections, and the source of your happiness and well-being. Its defense is your primary duty. Be ready at all times to sacrifice and die for it if necessary.

III. Respect the Constitution which is the expression of your sovereign will. The government is your government. It has been established for your safety and welfare. Obey the laws and see that they are observed by all and that officials comply with their duties.

IV. Pay your taxes willingly and promptly. Citizenship implies not only rights but also obligations.

V. Safeguard the purity of suffrage and abide by the decisions of the majority.

VI. Love and respect your parents. It is your duty to serve them gratefully and well.

VII. Value your honor as you value your life. Poverty with honor is preferable to wealth with dishonor.

VIII. Be truthful and be honest in thought and in action. Be just and charitable, courteous but dignified in your dealings with your fellowmen.

IX. Lead a clean and frugal life. Do not indulge in frivolity or pretense. Be simple in your dress and modest in your behavior.

X. Live up to the noble traditions of your people. Venerate the memory of our heroes. Their lives point the way to duty and honor.

XI. Be industrious. Be not afraid or ashamed to do manual labor. Productive toil is conducive to economic, security and adds to the wealth of the nation.

XII. Rely on your own efforts for your progress and happiness. Be not easily discouraged. Persevere in the pursuit of your legitimate ambitions.

XIII. Do your work cheerfully, thoroughly and well. Work badly done is worse than work undone. Do not leave for tomorrow what you can do today.

XIV. Contribute to the welfare of your community and promote social justice. You do not live for yourselves and for your families alone. You are part of society to which you owe definite responsibilities.

XV. Cultivate the habit of using goods made in the Philippines. Patronize the products and trades of your countrymen.

XVI. Use and develop our natural resources and conserve them for posterity. They are the inalienable heritage of the people. Do not traffic with your citizenship. ■

Rolling stores at QC

THE Quezon City government has started selling rice to the city's constituents through its rolling stores in an effort to beef up the low supply of rice in the metropolis.

The rice, which is being sold at P10.25 per kilo, was bought by the city government from the National Food Authority to ensure that there will be an adequate supply of rice in the city.

With the present shortage of rice being experienced in Metro Manila, the prices of rice in majority of public markets are being sold from P18.50 to P25 per kilo.

Quezon City Mayor ISMAEL MATHAY JR. directed TEODORO REY, director of the Social Mobilization for the Improvement of Life and Environment (SMILE) project to open up the city's two mobile mini-marts was initiated by the city government in an effort to protect consumers from unscrupulous traders and price manipulators.

The mini-marts are set up at City Hall and on Commonwealth Avenue corner Tandang Sora Avenue.

Mayor Mathay also launched the Friday Foodfest at the QC. Hall, where manufacturers, distributors and suppliers will be selling products at cost.

The foodfest is held at the City Hall every Friday, also in line with the city government's program to provide residents adequate supply of basic commodities.

Two utility vehicles were also deployed by the city government to allow residents in Quezon City's 140 barangays the opportunity to purchase the NFA rice. Aside from rice, other basic commodities being sold at the rolling stores at affordable prices include condense milk, sardines, powdered milk, detergent bars and packed noodles. The rolling stores will visit barangays on a per schedule basis.

MARIVI VERGEL DE DIOS, assistant director for administration of SMILE however, noted that the maximum purchase of rice is only limited at two kilos per person.

De Dios also assured the city's constituents that sugar will soon be made available at the mobile mini-marts and rolling stores at reasonable prices.

She added that plans are being initiated to launch a city-wide food caravan that will allow the selling of basic commodities and consumer goods at reasonable prices.

Under the scheme, the city's rolling stores together with the vans of the private companies will be fielded throughout the city where consumers can purchase low-priced consumer goods.

Last year, the city government had initiated a food caravan, which was participated in by RFM Foods and the Philippine Association of Hog Raisers Inc. The caravan forms part of the city government's efforts to encourage manufacturers to maintain the prices of commodities they are selling.

As this developed, Mayor Mathay joined the inauguration of the Central Consumer Cooperative of the Department of Education, Culture and Sports in Pasig, where the city government has provided DECS with a mobile mini-mart to help DECS employees buy basic commodities and consumer goods at affordable prices.

Mayor Mathay joined Education Secretary RICARDO GLORIA and DECS Central Consumer Cooperative president MAX ALJIBE in the ceremonies. The mini-mart is located inside the DECS main office compound in Pasig.

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QCEO cites rise in collected fees

THE Electrical Division of the Quezon City Engineer's Office saw a drastic improvement in their collection of fees for the first half of this year compared to last year's total annual collection.

In a report to Quezon City Mayor ISMAEL A. MATHAY JR., Electrical Division chief OLEGARIO TABERNILLA attributed the rise in revenues to the improvement and increase in revenue collection.

In his report, Tabernilla said the total revenue for the first and second quarter of 1995, covering the period from January to June, is P3,186,673.60. He said these came mostly from the annual building electrical inspections conducted by their personnel as a precautionary check for the electrical systems of buildings in the city.

Another source of collected fees is the payment made by residents for wiring permits and certificates of inspections.

Tabernilla said that this was the first year that the Electrical Division officially came under the city government based on the newly-reacted Ordinance SP-33, S-92 authored by Councilor EMILIO TAMAYO, devolving the functions of the Electrical Division to the city.

In 1994, the Electrical Division was under the national government and had collected only P2,864,744 for the entire year.

Mayor Mathay enjoined city residents to not only secure the necessary permits if they have to, but to also pay the proper amount so that it will translate into additional revenue for the city government which can be used for its social services projects.

QC celebrates Quezon's b-day

QUEZON City Mayor ISMAEL A. MATHAY JR. led city officials, employees and guests as the city celebrated the 117th birth anniversary of its illustrious founder the late President Manuel Luis Quezon.

This year's commemoration was highlighted by a series of activities, beginning with wreath-laying ceremonies in the morning at the Quezon Memorial Shrine at the Quezon Memorial Circle.

The family of the late Commonwealth President, led by RICKY AVANCENA, National Historical Institute Director Dr. SERAFIN QUIAZON, Atty. ALFREDO ABLAZA, Deputy Grandmaster Distinguished Order of Quezon and Vice Mayor HERBERT BAUTISTA joined Mayor Mathay in the wreath laying.

The plant-laying rites were undertaken by Judge RODOLFO PALATTAO, Faithful Navigator of the Knights Of Columbus, QC Assembly, Chapter Commander ERNESTO YAP Knights Of Rizal QC Chapter, Grandmaster DANILO ANGELES of the Grand Lodge of Free and Accepted Masons, and other representatives from various non-governmental organizations.

This was followed by a mass and a program, revolving on the theme, "Ang Kahalagahan ng mga Adhikain ni Quezon para sa mga Kabataan ng Kasalukuyang Panahon."

In line with this year's commemoration of Quezon's birth anniversary the city government lined up various activities as a tribute to the city's founding father.

The activities included the launching ceremonies and opening of PISTA-UNLAD TAGPILIPINO at the city hall lobby.

The exhibit showcased "Tanghalan ng mga Higante ng Produktong Pinoy", "Tanghalan ng ma Higanteng Bayani", Lucban Products Display and Lucban Pahiyas Display from August 14-18 at the QC Hall Covered Walk.

The Division of City Schools, the Cultural and Tourism Affairs Office and the private sector, sponsored "Awitan Sayawan at Tulaan" among the city's high school students at the city hall lobby.

The activities was capped by an On-The-Spot painting at the QC Hall grounds.



Department of Interior and Local Government Secretary Rafael Alunan III and Quezon City Mayor Ismael Mathay Jr. in a wreath-laying ceremony infront of the Manuel L.. Quezon shrine during the birth anniversary of the President of the Commonwealth government at the Quezon Memorial Circle.

Books for QC Library

QUEZON City Mayor ISMAEL MATHAY JR. has turned over to the City Library some 6,500 books which will boost reference and reading materials for students in all levels in the city's public library.

The donation, consisting of general reference materials on chemistry, physics, literature, mathematics and geography, among others, brought to 32,587 the total number of general materials available in the city's libraries.

The books, donated by the Educational Research Devel-

to p. 28

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opment Assistance (ERDA) Foundation and the Rotary Club of Novaliches, will be distributed among city's satellite libraries. The bulk of the donation will go to the Novaliches branch.

Joining Mayor Mathay in the turnover rites were Father PIERRE TRITZ of ERDA Foundation, CERY BALDONADO of Rotary Club of Novaliches and BLANQUITA DEL BARRIO, the city's chief librarian. Del Barrio lauded the ERDA Foundation and the Rotary club of Novaliches for their donation which she said, will greatly benefit students not only in Quezon City but also in neighboring cities and municipalities in Metro Manila.

She said the QC main library averages, 1,000 readers a day.

The city chief librarian added that the Quezon City library is the only library that has a law research section in the country.

Aside from the two organizations, the library also has regular donors providing continuous support for its development, which include, the Asia Foundation, the Books Across the Sea Program and non-governmental organizations and private individuals.

Aside from its regular library services, the QC library also operates a bookmobile to serve depressed barangays that do not have public libraries.

The bookmobile, which travels a week, has already benefited over 100 barangays.

Boxing at QC

BOXING exhibition matches tagged as MANO-MANO sa QC '95 was presented by the city's sports offices last October at the Q.C. Hall.

Sports Director SIMPLICIO A. MATHAY said the "October-Fists" is part of the program of activities of the 58th Foundation Anniversary of Quezon City.

Participants were selected boxer-trainees trained by coach CESAR MEDINA of the Q.C. Sports Development Office.

ERNESTO R. CRUZ, head of the sports agency's operations division, said boxing has been drawing interest among the youth, especially now that the country's boxers captured the recent Asian Games boxing championship.

City officials led by Mayor Ismael Mathay Jr. and Vice Mayor Herbert M. Bautista graced the event and awarded the medals to the winners.

The Coca Cola Bottlers, Phils. Inc., makers of PowerAde sports drink, and Wendy's Hamburgers supported the event.



QC Sports Director Simplicio Mathay with two of the winners of the "Mano-mano sa QC" boxing event during the city's celebration of its 56th Foundation Day.

Search for outstanding students in Science and Math

QUEZON City Mayor ISMAEL MATHAY JR. called on fourth year high school students and grade six pupils enrolled in public schools to participate in the 1995 Search for QC's Most Talented Students.

The search, undertaken by the city's Division of Schools, aims to encourage students in the elementary and secondary levels to work for academic excellence in the areas of English, Science and Technology, Social Studies and Mathematics.



Quezon City Mayor Ismael A. Mathay Jr. greets students of the Carlos Albert High School.

Participants to the contest must be bonafide fourth year high school students and grade six pupils who are enrolled in Quezon City's public schools.

Mayor Mathay has repeatedly stressed the importance of strengthening the schools' programs in Math and Science.

Every year, the city sponsors a retraining program in science and Math at the University of the Philippines for its public school teachers.

In the high school level, prizes at stake included P2,500 for the Most Talented Fourth Year Public High School Student in the area of English, Mathematics, Science and Technology and Social Studies. Each subject area winners received P1,000.

For the elementary level, certificates of recognition were awarded to the most talented pupils in the same subject areas.

The contestant who garnered the highest total points in each subject was declared the subject area winner, while the contestant who garnered the highest total points in the four subject areas was adjudged as the most talented student.

Prior to the division level competition, participants passed the elimination in the school and district levels. In the district level contest, the first and second placers represented the district in the division level contest.

Eight students from the city's public schools emerged as finalists in the division level contest.

Sets of questions given to participants have been arranged in easy, average and difficult rounds.

Public toilet system at QC

A QUEZON City councilor has called on each of the city's 140 barangays to put up their own public toilets in strategic places to prevent people from urinating in public places.

Councilor JORGE L. BANAL of the third district said the practice is not only unsightly, but also poses health hazard to the city residents.

Banal pointed out that excrements, urine and other human waste attract rodents and other insects which in turn cause the spread of various diseases.

The measure, which would be dubbed as the "Public Toilet System of Quezon City," mandates each of the city's 140 barangays to construct and maintain public toilets which must have urinals and toilet bowls.

In addition to the power to determine the number of public toilets to be constructed within his territorial jurisdiction, the barangay captain is also tasked to determine the amount to be collected as a token fee from every user of the facility.

Councilor Banal proposed that the fund needed for the construction of the toilets may be appropriated by the barangay councils from their unallocated general fund.

The businessmen-turned city legislator said through his barangay public toilets ordinance, the Filipinos' stigma of being known at urinating or excreting in any place when the call of nature comes may be erased.

Banal stressed that the primary duty of the government is to safeguard the health and safety of the people.

Serrano alarmed by city's crimes

A QUEZON City councilor has called on the Central Police District Command (CPDC) to launch an all-out manhunt against the unidentified armed men who ransacked a convent and hogtied four priests in Payatas.

Councilor ENRICO "RIC" SERRANO, chairman of the council's committee on peace and order, said the suspects should be tracked down immediately to prevent them from further perpetrating "such diabolical acts."

Serrano was referring to the armed men who allegedly robbed the Mother of Divine Providence convent in Payatas A.

The suspects hogtied Fathers ANGELO FALARDI and ORLANDO NORVELA, both Argentinians, and missionaries LUCIANO DE LEOAN and QUAN DANG.

"Nothing should be spared by the police in their manhunt to bring these devilish men behind the iron bars," Councilor Serrano said.

He described the robbery as "shocking and appalling" since the criminal act was perpetrated in a holy place and religious individuals.

Serrano, who earlier lauded the CPDC for its success in busting holdup gangs preying on passengers of jeepneys and airconditioned buses traversing the Kamuning flyover, also expressed alarm over the upsurge of taxi robberies.

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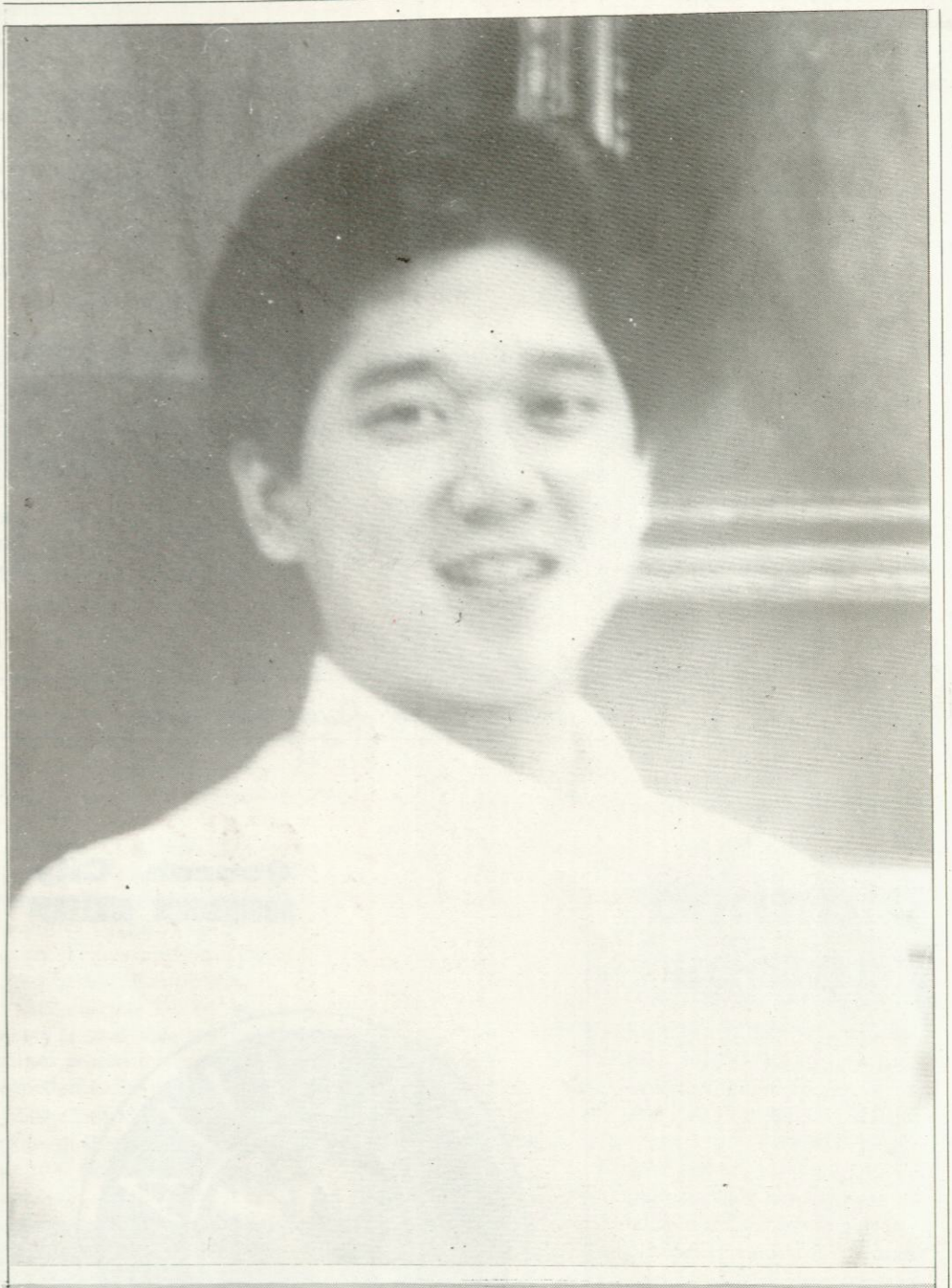


HERBERT BAUTISTA seriously now

BY KATHERINE CO

BISTEK, as he is foundly called by his friends, is a far cry from his younger days more matured yet still bearing his sense of humor. At the same time he is a public servant with a pulse for his constituents. Since his Kabataang Barangay days, he was and still is, a hands-on kind of a leader. He deals personally with the people who come to the office of the Vice-Mayor seeking his help. Though an action group situated outside his office has been assigned to immediately help the needy, people still want to see him for one reason or another. Of course, afterwhich, an autograph from The Herbert Bautista is never far behind. Afterall, whatever elected position he may have now, he still is very much a celebrity.

Being in the limelight for so long he cannot really get away from his comedian/showbiz image. Not that he wants to. No...he is itching to shoot a movie anytime now. Except there's one problem, "*Wala pang* offer", he says with a laugh. But his every Sunday stint at the Sharon Cuneta Show as one of the hosts is enough since his priority is being the Vice-Mayor of Quezon City.

He starts his day at about 10am, signs whatever needed to be signed, takes care of the problems that need his immediate attention, then proceeds to meetings and launching. The council sessions which he presides over is held at least twice a week. Next year, Herbert will squeeze in to his already tight schedule his studies. He intends to get his masteral degree in Public Ad-

ministration at the University of the Philippines. One wonders where he gets his stamina, for being in politics is draining enough.

Young though he may be, he wants people especially the constituents of Q.C. to take him seriously when it comes to public duty. He is in constant touch with Mayor Mel Mathay on the future of Q.C. with much fervor. Though coming from different party affiliations he has worked with the Mayor harmoniously because according to him they have the same principle," We only talk about politics during the political season, afterwhich its' work, work, work." and for them, their aim is to make the City the next financial centre.

The main duties of the office of the Vice mayor is to assist the office of the Mayor on aspects of legislation, help oversee the many projects and make sure that basic needs and services are being delivered to the people, upgrade the research facilities, and maintain or upgrade the technological side of his office.

Recently, the City has asked the national government to reclassify certain land areas or zones from residential to industrial use. It is in line with the goal to further the growth of Q.C. toward year 2000, by then they hope that the City will be a city to reckon with, in terms of economic and business development.

Owing to the vast land area of the City, investments will come in once reclassification is approved. Herbert cited several reasons: 1) there are still large portions of land that has yet to be developed; 2) real estate value is comparatively lower than the other cities; and 3) the City's location is convenient. Because of these and more, Q.C.s' competitiveness has great potential.

The main stumbling block that he can forsee are the depressed areas. The local government alone can't solve it. But it's a good thing the national government is lending them a hand. There is an ongoing project for example in the Payatas area, the Payatas 2000. The Tatalon area which is owned by the National Housing Authority (NHA) is currently being studied if it can be turned over to the bonafide beneficiaries of Tatalon residents.

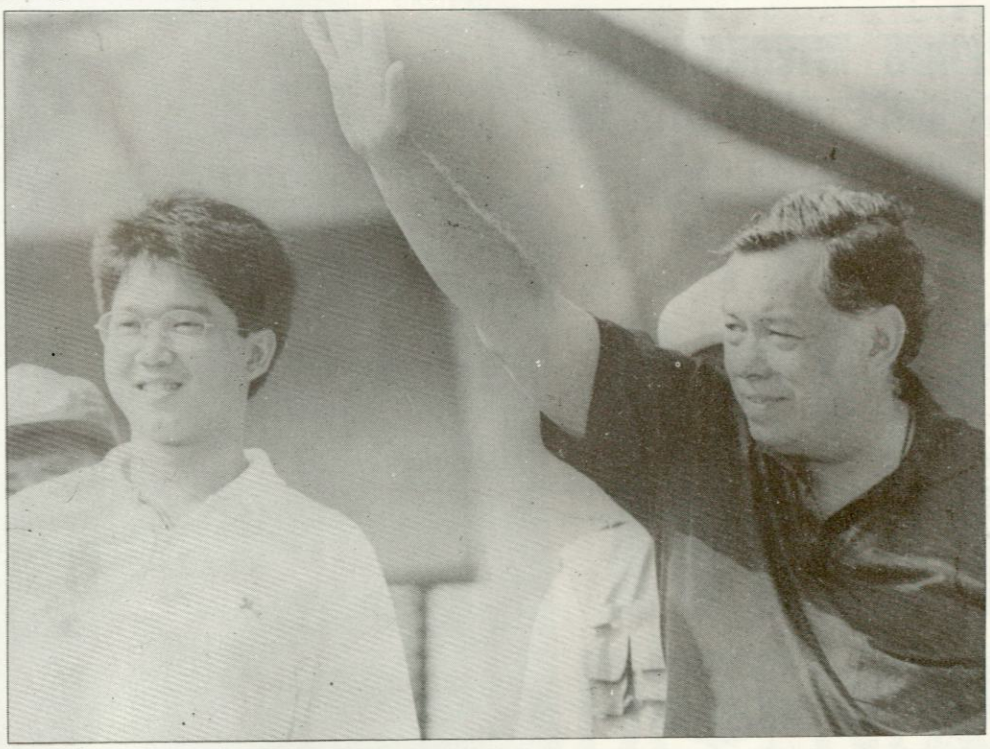
He would like to see the boom of the City during his term, because it's flattering to be a "pioneer" to the projects that will bring about the economic development of the city. He vows to work side by side with the Mayor on the latter's projects so as to fullfill the vision of Q.C's. founding father, Manuel L. Quezon.

At the moment, his main aim is to work, in any way he can, for the fulfillment of that vision. To make the City attractive to future investors by working hand in hand with the National government units. But all these efforts will be put to naught if and when the traffic situation in the city doesn't improve. With the odd-even scheme being implemented. It had not helped traffic a bit. Secondary roads are now being widened in order to accommodate the growing number of vehicles. The program of the Metro Manila Development Authority (MMDA) has violated the 1989 traffic code of Quezon City. "Being an autonomous local government unit we should have been consulted on this scheme," Herbert said. He is against the said program.

When asked if he could assess his performance in the 6 months that he has been in office, he shyly responds: "It's still too early. We will know by the year end how far..." And asked to grade his performance, he just grins and says, "The people will have to decide on that". This is a democratic country, and I believe in the principle VOX POUPOLI, VOX DEI." Come election time, he will know if his constituents still want him to be their Vice-Mayor or not. Running for Mayor? "Not a remote possibility", he says. But he reiterates that as of the moment his political plans are just that plans. His objective now is to further the growth of Q.C. He is working hard not only for the city but for his enhancements as well for he

(To next page)

ALAY LAKAD '95 Quezon City Mayor Ismael A. Mathay Jr. and Vice Mayor Herbert Bautista wave to Quezon City's delegation to the Alay Lakad '95 at the Quirino grandstand in Manila.



As for his political agenda, running for mayor, in due time, is not a remote possibility.

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Herbert con't.

believes in the principle that life is a learning process. Even if one has reached the age of 65, there is still something to be learned especially with the new innovations and advancements in technology.

Even though he has been in the government service for the past 10 years, going on 11, he still is learning. He just wants to work hard in order for him to best serve the people of Q.C..



Bautista distributing medicines in barangays in QC.



Bautista assisting children and the aged during a barangay medical operation in QC.

His most memorable experience in the political arena was when he won as Vice-Mayor in the last elections especially since he was running against a formidable and respected opponent, Charito Planas. After the euphoric success, he buckled down to the duties and responsibilities that the people of Q.C. has given him.

His dedication in helping the needy can be seen with the way he handles the people that come to him. No airs whatsoever. One can approach him and no matter how busy he may be, he will listen to their problems. That much was evident during the course of this interview. And one wonders at 27, what more could he want?

Going back to showbusiness is definitely a must. Politics, well he has to see. He is still young and the future looks promising. "A return bout" in the political arena is not far away this time with him gaining more experience and maturity. ■

QUEZON CITY PUBLIC LIBRARY

MIKE DEFENSOR-- Catalyst for change

BY LEONILO AGUILAR

THE latest national elections marked the changing of the guards as more traditional and older politicians were unseated by the more youthful and energetic young men and women brimming with idealism and grand visions. Fresh from college or plucked from the private sector the election into office of these young stalwarts say a lot regarding the Filipino people's dislike for the *trapos* (traditional politicians) and their meaningless promises.

"I've always wanted to be known as a catalyst for change and this may be my own little contribution to government and society."



Congressman MIKE DEFENSOR, young though he may be, is not exactly alien to politics. Neither could he ever be accused of aiming for government office just for the heck of it because he had gotten his feet wet on national political issues at the University of the Philippines.

A student leader at 18 he valued the involvement of students instituting reforms both in school and in the government. In a place where student activism is as natural as the air we breathe, Mike Defensor got involved in everything he felt strongly about -- student rights and welfare, the tuition fee campaigns, the fight against fraud and terrorism, and in the improvement of education.

As a member of the UP Student Council at a ripe young age he felt that

to next page

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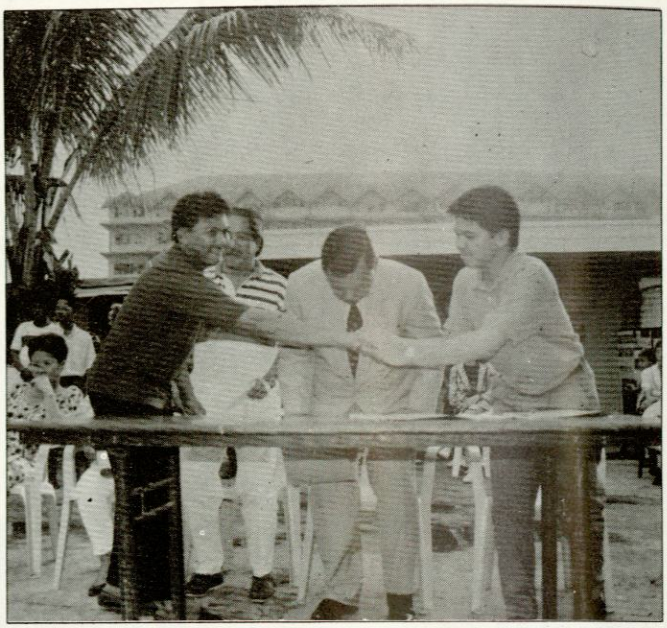

With Mayor Mathay,Mike spends time with his constituents.

students should take part in running the government by making their opinions and ideas known to those who were in office so that they may be guided on how their constituents feel about certain matters and issues.

To be involved in student activism in UP is not really a surprising phenomena but just how did Mike Defensor get into the "real political arena"?

"It was the encouragement from friends and family which prompted me to run for office that first time as a city councilor," he explains.

The decision wasn't really a tough one for Defensor because he had a basic understanding of national and local issues brought about by his involvement during his college days. Throughout his stint as councilor for Quezon City he made sure that he was able to communicate directly with his constituents so that he may hear from them first hand their needs and problems which need addressing.

"For someone so young he's got a humble approach to leadership and he's very easy to talk to," says one Quezon City District III resident.

Defensor admits that his stint as city councilor has done wonders for him personally. "I became more patient and closer to my constituents," he says. And that gave him a better understanding of what the people needed and how things needed to be done.

Venturing into the congressional race was a big decision for him simply because it somewhat nagged him that others may think that he was too young for a congressional seat.

But dare he did believing that he has a lot to offer his constituents as a lawmaker. "Being young is not necessarily a gauge of competence and capability, "he reasons out. "Bear in mind that I had enough time to learn...and study hard. And of course, performance counts a lot and I think I've proven myself enough as a city councilor to earn the people's vote as a congressman for the third district of Quezon City."

He is firm in making his stint in Congress a meaningful one because he feels that his failure to deliver would affect the aspirations of other young hopefuls who wish to take an active part in government early on in life.

QUEZON CITY PUBLIC LIBRARY

Contrary to what detractors feared Defensor is definitely not ignored in Congress. He's got a voice resonant and defined enough to attract attention from his peers as he speaks for the things he believes in.

He recalls one funny incident the first time he entered Congress, "They stopped me and immediately asked for my ID," he relates. "They didn't think I was an elected congressman." Well, blame it on his youthful looks.

As a young congressman, Defensor wants to make it known that his priorities pertain to the basic needs of his constituents like adequate water and power facilities, education, health, and housing.

"Government needs to provide these basic necessities so that the people could be more productive and participative" he says.

He has plans of upgrading the Quirino Medical Center so that it can operate as a hospital to better serve the medical and health needs of the people of Quezon City. "That would mean manpower build up and additional and better medical facilities," he explains.

He sees great potential in Quezon City and realizes that it is well on its way to becoming a fully industrialized and developed city.

With his active and energetic involvement in government does he intent to run for higher office sometime in the future?

"Even during my days as a city councilor I never planned on running for a congressional seat," he says. "My focus was on working hard and doing my best. The option to run for a congressional seat just came my way because the people recognized and appreciated my efforts.'

Setting aside political ambitions for now, he intends to make good on his promise that he will make his stay in Congress a meaningful and fruitful one for his constituents in Quezon City. Improvement and progress mean change and the youthful congressman is not exactly gun-shy at the prospect of instituting changes and reforms when necessary. He says in earnest, "I've always wanted to be known as a catalyst for change and this may be my own little contribution to government and society." ■



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Quezon City district profile

QUEZON City was founded on October 12, 1939 when president MANUEL L. QUEZON signed Commonwealth Act 502 into law or the charter of Quezon City.

President Manuel L. Quezon, in effect, was the city's first mayor. But on October 23, 1939, he appointed TOMAS MORATO, who was the chief of police at that time, as the city's mayor.

The City has a total land area of 15,359 hectares. It has 140 barangays, distributed thus: District 1, 39; District II, 28, District III, 37 and District IV, 39.

It has a voting population of 917,549, of which 250,775 are from District I, 328,510, District II; 139, 463, District III, and District IV, 198, 768.

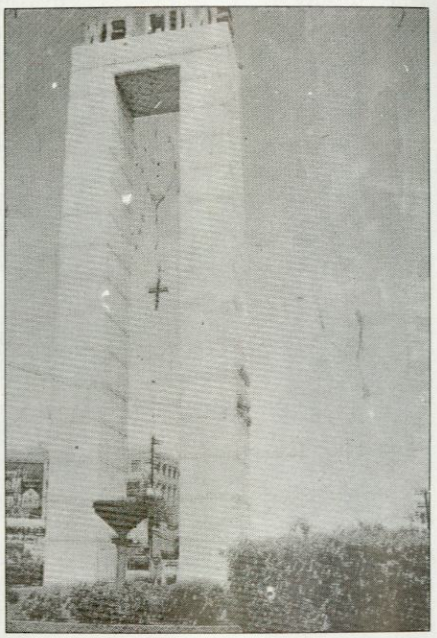
The city plays host to 38 government office, 200 companies, 347 commercial banks, 22 financing institutions, six television stations, 10 radio stations, the Philippine National Police headquarters, the Armed Forces of the Philippine General headquarters, 192 gasoline stations, 113 groceries and 185 restaurants.

District I

Existing neighborhood centers

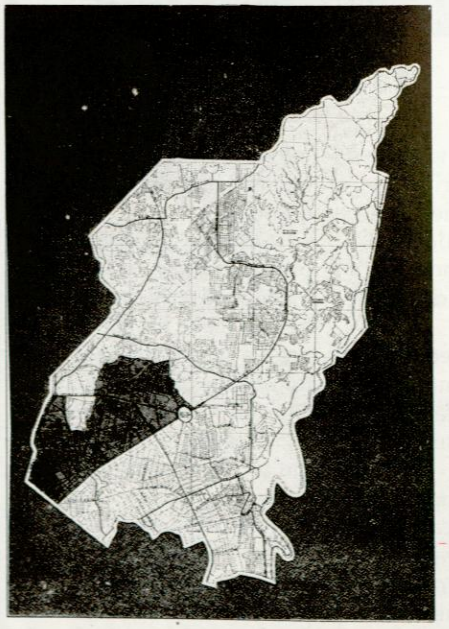
Small to medium scale commercial establishments, primarily retail outlets of basic necessities and convenience goods and services, usually centered in an existing talipapa (market), catering to residents of immediate vicinities.

- Mayon – Retiro Area
- Roosevelt – Del Monte Junction
- Muñoz Market



Existing Commercial Strips

- Quezon City
  - Lined by retail stores, offices, restaurants and other personal service shops.



- West Avenue
  - Predominantly a restaurant zone at the segment near Quezon Avenue and auto supply shops near EDSA.
- Bonifacio Avenue
  - Various retail trade enterprises engaged in lumber and construction supply, auto parts, convenience stores and service shops. The Blumentritt area is also dotted with lechon (roast pig) supplies.
- Visayas Avenue
  - Emerging commercial

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strip, mostly restaurant with drinking pubs

Existing commercial centers

- Shoemart North EDSA
  Retail and service commercial complex
- Cloverleaf/Balintawak Area
  A major trading center for agricultural produce

Industrial Areas

- Balintawak
  - Clustered along A. Bonifacio Avenue, Sgt. Rivera St. going to Araneta Avenue
- San Francisco Del Monte
  - Mostly located along Roosevelt Avenue, spreading towards Judge Juan Luna

Development Potentials

Infrastructure development, specifically that of the proposed construction of Lines 2, 3 and 4 of the Light Rail Transit, will play a major role in the future development of the City.

- The LRT project is also likely to shift commercial growth in the Balintawak area towards the norther portion of the City, to integrate with the existing market along Quirino Highway.
- The completion of Tagaytay Street Extension near Rizal Avenue as part of the C-3 project, is expected to increase commercial activity at the intersection of A. Bonifacio Avenue.

District II

Existing neighborhood centers

Neighborhood-level commercial activity often dominated by an existing market or talipapa, which serves as source of sample, convenience goods and personal services for nearby communities:

- Sangandaan, Sauyo, Talipapa, Holy Cross and "R.P." areas
- Lagro
- Fairview
- COA-Litex
- Tandang Sora Palengke

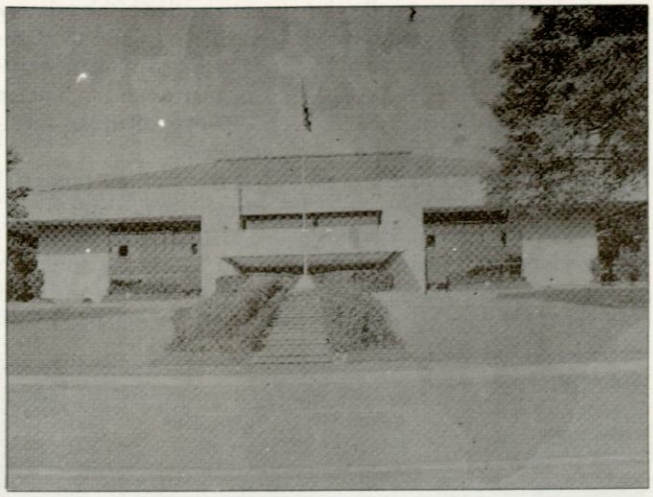
Existing commercial strips

- Quirino Highway
  Various retail shops such as lumber, hardware and construction supply and furniture, and service shops like motor works
- Commonwealth Avenue
  - Characterized mostly by medium-scale construction supplies, lumber and hardware enterprises



Existing commercial centers

- Ever Gotesco Complex
  - Retail and service commercial complex
- UNIWIDE Novaliches
  - A large-scale retail establishment offering grocery items, housewares and other consumer products
- Novaliches Bayan
  - Small to medium scale businesses include food and grocery outlets, market, retail stores, shops, offices, banks and movie houses



Industrial areas

- Contiguously clustered at the Balintawak Cloverleaf area towards Apolonio Samson and Baesa, at the Sangandaan area and along Quirino Highway towards Nagkaisang Nayon.
- Industries are generally engaged in medium and large scale production of

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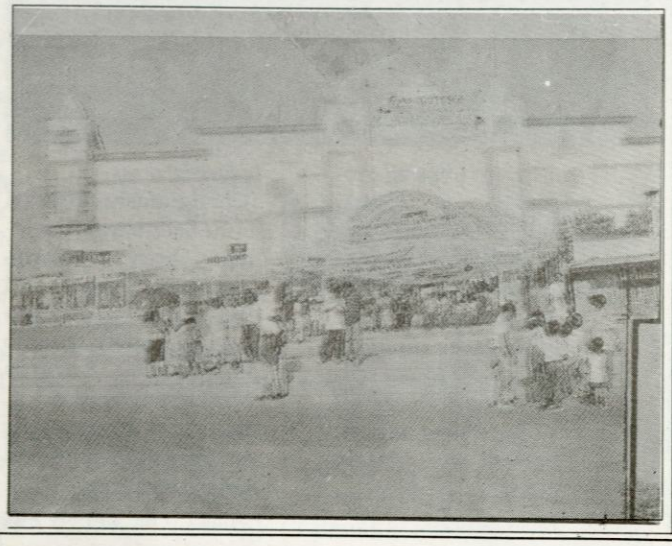
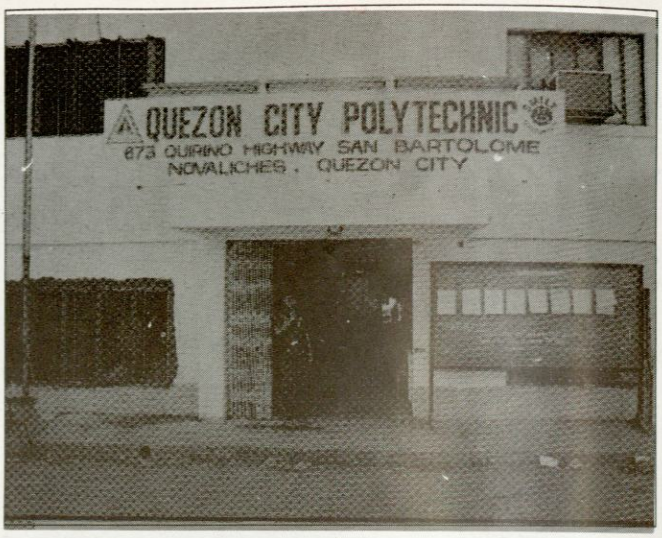
Development Potentials

The construction of Republic Avenue as a major component of C-5 project will open the inner mid-portion of the District to commercial development, particularly at the intersection of this primary road with Quirino Highway, integrating the existing market and commerce with over-all urban development.

- Other similar potential growth nodes are:

a) Regalado Avenue-Quirino Highway junction brought about by the proposed LRT 4 and the planned establishment of an SM Complex in the area.





b) The extension of Visayas Avenue towards Fairview will also encourage commercial development at its intersection with Republic Avenue, complementing the existing commercial nodes at Fairview and at Don Antonio

- The present level of commercial activity along Commonwealth Avenue will likewise increase with its planned rezonification.
- The development of Payatas as a socialized housing area is expected to boost commerce and industry within the district.

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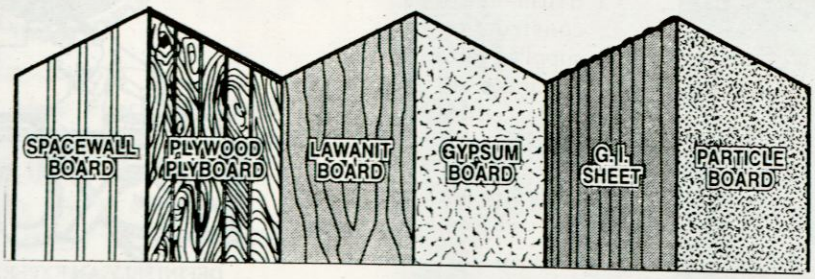

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District III

Existing neighborhood centers

Cluster of establishments mostly engaged in retail of basic goods and services complementing an existing market:

- Nepa-Q-Mart
- Murphy Market
- Project 4 Market .
- K-Mart Area



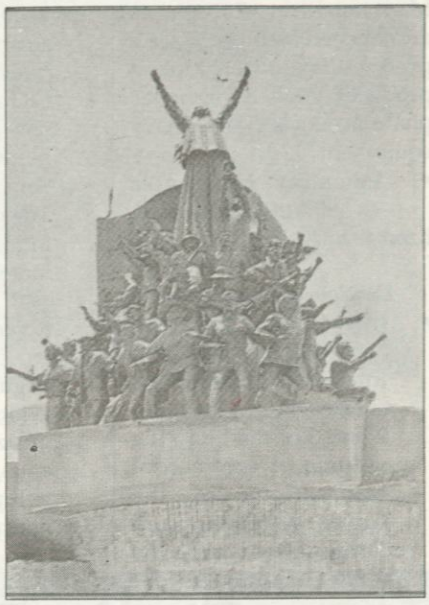
Existing commercial centers

- Cubao
  - Considered as the City's major commercial business district; the focal point in Araneta Center where the biggest food and department store chains congregate
  - There are also retail store chains, appliance centers, theaters and restaurants
  - Provincial bus firms and metro service transport have terminals in the area

- Robinsons Galleria
  - Retail and service commercial complex adjacent to the new Ortigas Center

Existing commercial strips

- Aurora Boulevard
  - Commercial strip on the sides forms an extension of Araneta Center; from Gen. Romulo St. to Katipunan Avenue, most businesses supply electrical, construction and automobile requirements
- Katipunan Avenue
  (from Aurora Boulevard to La Vista)
  - Restaurants, food chain and other personal service shops catering mainly to the affluent subdivisions of Loyola Heights, Xavierville and La Vista



Industrial Areas

- Ugong Norte Area
  - The only major industrial area in the District, located ont he East side of E. Rodriguez, Jr. Avenue extending to the

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- Tagumpay–Manga Area
  – 80% of the area is utilized as industrial land

Development potentials

- Intensified commercial activity in the District if foreseen as a result of the construction of the Lines 2 and 3 of the LRT. The volume of commercial transactions in the Cubao, Kamuning and Ortigas areas is expected to increase with the construction of the terminal stations of LRT 2 and 3.
- LRT 4 will likewise create a new growth node on Commonwealth and Tandang Sora Avenues.
- The growth of the existing industrial sub-sector will be largely confined to the current site along the Pasig River, east of E. Rodriguez, Jr. Avenue in Bgy. Bagumbayan.
- With the completion of C-5 utilizing Katipunan Avenue, a probable shift in development towards the north is foreseen.

District IV

Existing neighborhood centers

Commercial node characterized by various retail stores and personal service shops centers on

- Kamuning Market
- Galas Market Area
- Arayat Market Area

Existing commercial strips

- Banawe Street
  – Dominance of retail trading business in auto spare parts, accessories and services.

There are also several eateries and general merchandise stores, generally of community-scale.

- EDSA, Quezon Avenue, Aurora Blvd., E. Rodriguez, Sr. and G. Araneta Avenues
  – In the absence of a contiguous commercial area for the district, business establishments continue to locate along major thoroughfares
- Kalayaan Avenue, Anonas Ext. V. Louna Avenue, Kamias-Kamuning Road, Gilmore Avenue and Banahaw Street
  – Secondary roads which have also exhibited commercial growth
- Tomas Morato Avenue
  – Several first-class restaurants with fine cuisine an plush facilities have established this avenue as a veritable "restaurant row"
- Timog Avenue
  – Another area fast evolving into a special restaurant zone. Most establishments, however, are of the supper club and cocktail/ karaoke lounge and bar vari-



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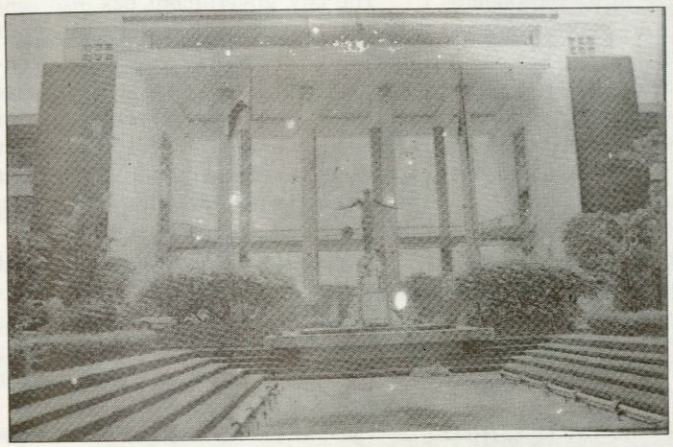
ety.

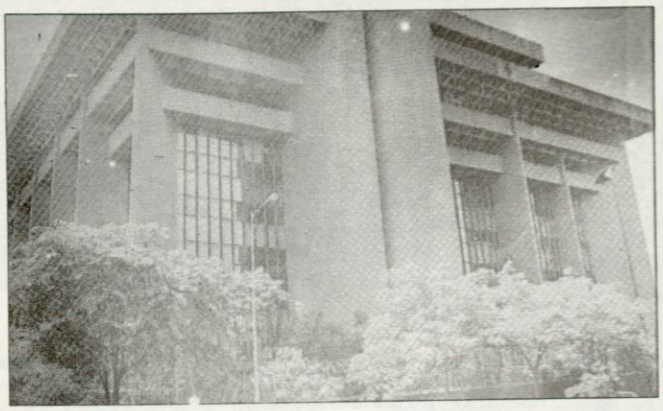
Existing industrial areas

- Through the District has no prominent industrial operate zone, number of large-scale industries operate in the area. These include the Pepsi Cola and Magnolia plants along Aurora Boulevard, an ice plant along E. Rodriguez, Sr. Avenue, and the Soen Garments Factory along G. Araneta in Bgy. Doña Imelda.
- Some portions of Tatalon and Doña Imelda, particularly in Araneta Village have indications of industrial activities as evidenced by observed truck and worker movements in he area.

Development potentials

- The emergence of the East Triangle area as a major Central Business District is expected with the establishment of the Asian Community and Business Centers, both primarily private sector undertakings.
- The Asian Community Center will showcase a harmonious mix of development projects, including a commercial plaza, a theme park and recreation center and a convenient center.
- A five-star hotel and high-rise office buildings will be the focal point of the Business Center, proposed to be located at the convergence of EDSA and East Avenue.
- A similar growth node will also be established in PHILCOA as part of the development of LRT 4; integrating the present commercial activities in the area.
- To balance growth and development, the Quezon Memorial Circle will be maintained and further improved into a major park and recreation area. ■





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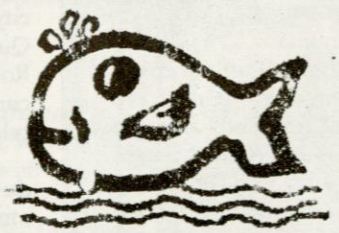

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Congratulates the

National Parks Development Committee

on its

32nd Anniversary

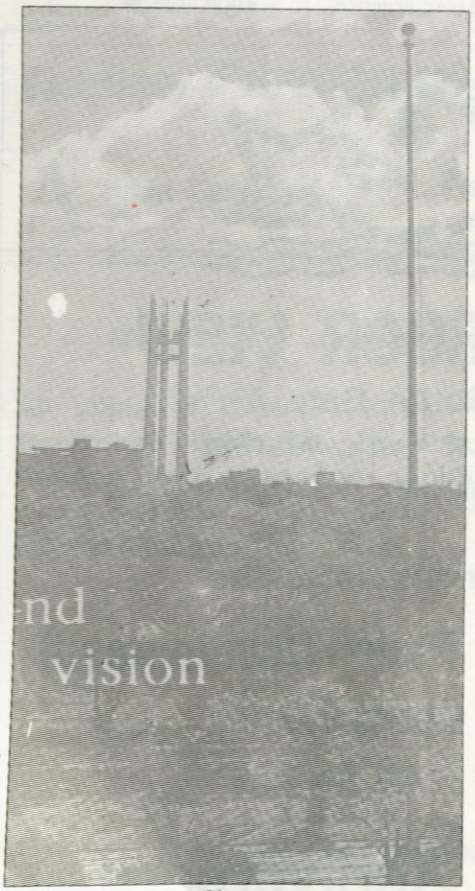
QC's 56th FOUNDATION DAY:

Preparation for centennial fete

THANKSGIVING masses, novenas in honor of the city's patroness, The Our Lady of the Rosary on La Naval, a food festival, civic activities and cultural presentations highlighted Quezon City's celebration of its 56th Foundation Day.

"Lungsod Quezon: Pugad ng Laya, Haligi ng Wika, Ngiti ng Bukas na Masagana" was the theme of this year's celebration.

Quezon City Mayor ISMAEL A. MATHAY JR. said this year's foundation festivities ushered the on-going preparations to mark the centennial celebration of the Cry of Pugad Lawin in Project 8, Quezon City, next year.



A view of Quezon City

The city chief executive said the Pugad Lawin Shrine in Project 8 is the site of the first "people power movement," where Andres Bonifacio and some 500 Katipuneros tore their "cedula personal" in protest against the Spanish rule.

Mayor Mathay has created the QC Centennial Movement and the QC Cultural, Arts and Historical commission to draft and prepare commemorative activities of historical celebrations in the city.

City Administrator Dr. MANUEL S. ALBA said the city government presented various civic and cultural activities for the celebration.

A food festival featured the favorite food of Filipino heroes during the opening day at the QC Hall lobby.

A seminar of the dreaded HIV/AIDS was conducted simultaneously by the city Health Department of the BIR office, Quirino Highway, Napocor Building, Rotonda High School and the Social Security System for the entire week of the celebration.

The Task Force Clean and Green conducted its regular Oplan Quarter Storm, a massive clean-up campaign, in the city's four districts.

Other highlights of the festivities included the oath-taking of ecology brigades, information campaign on proper waste disposal system, oath-taking of appointed barangay officials, Lupong Tagapamayapa and barangay monitoring officers, on the spot-painting contest, blood testing, children's assembly, disaster preparedness seminar, folk dance contest, Junior Police drill contest, Boy Scouts Skill competition and story-telling for children.

Mayor Mathay said the city has had modest gains in its economy and the city government has continued to serve the people to the best of its ability under his administration.

Since he assumed office in 1992, the city has built more than 44 schoolbuildings to house its ever growing student population in the public elementary and high schools as part of its education program, one of Mayor Mathay's priority programs.

The city government has also constructed more than 180 kilometers of primary and secondary roads and constructed branch hospitals in Novaliches to complement the government-run Quezon City General Hospital, which continues to receive modern equipment as part of an upgrading drive, and bring the health services closer to the people.

The city government also responded to the national government's call for intervention in times of crisis by launching the SMILE Mobile mini-marts which bring quality basic good to the different barangays at low prices.

The SMILE Mobile marts are now being used to sell the NFA rice, thus providing additional avenues for the people to purchase the staple Filipino food.

With an area of more than 15,000 hectares, the city has the largest land area among the seven Metro Manila cities. On his assumption into office in 1992, Mayor Mathay set about the task of modernizing the city police and giving them that extra margin so they can fulfill their tasks to the best of their abilities.

CPDC Director Chief Supt. RICARDO DE LEON said the assistance given by the city government has boosted their crime fighting capabilities.

Perhaps, the most popular program, in terms of the response in surveys conducted by the Social Weather Station, is the streetlighting project where once dark major thoroughfares were give in streetlights to make them safe to walk and travel on.

Mayor Mathay said the accomplishments and achievements in his first term of office can be attributed also to the close working collaboration between the city government, the City Council and the non-governmental organizations.

"What we had achieved and what could achieve over the next three years of

administration we owe much to the viable collaboration and cooperation between the executive and legislative branches of city government," Mayor Mathay said.

In the next three years, there will be an expansion of and improvement of the delivery of basic services, upgrading of police equipment and strengthening of the collaboration with NGOs and the barangays.

Mayor Mathay also stressed the continued implementation of the city government's educational development program through the construction of additional schoolbuildings and the teacher retraining program in the subjects of math, language and science.

He added that another major concern of the city's government is the encouragement of investments to the city by the private sector through a supportive land use program and zoning regulation, improvement of basic services and fiscal incentives.

Mayor Mathay said the mandate given by the people in the last elections "further reconfirmed that indeed the people have approved of what we do."

He stressed that given the institutional resources like the NGOs, civic groups and the barangay governments, "and the proven record of viable and productive cooperation and collaboration with them, your Mayor feels secure and confident that the challenge of our city government over the next three years will be met with more success."



Quezon City Sports Director Simplicio Mathay with two of the winners of the "Mano-mano sa QC" boxing event during the city's celebration of its 56th Foundation City.

Mayor Ismael A. Mathay Jr. with President Quezon's daughter Nini Avancena-Quezon and former Vice Mayor Charito Planas and Councilor Ramon "Bu" Mathay, views the memorabilia of the late President Manuel L. Quezon on exhibit.





Mayor Mathay joins President Fidel V. Ramos, Public Works Secretary Vigilar, Sen. Anna Dominique Coseteng, Rep. Michael Defensor and Councilor Jorge Banal in unveiling the marker during the formal inauguration ceremonies for the Katipunan Avenue flyover.

Mayor Ismael A. Mathay Jr. exhorted city residents to join the celebration, which he said, forms part of keeping faith with the vision of the city's founding father, President Manuel Luis Quezon, who envisioned and designed QuezonCity as the country's premier city. Mayor Mathay will also lead the inauguration of a drinking water system at Commonwealth Elementary School. The project aims to ensure delivery of potable water to some 8,000 students presently enrolled in the said school.

The water system, which can generate about 14,400 gallons of water a day, was constructed through the efforts of Task Force SMILE (Social Mobilization for the Improvement of Life and Environment) and Solerex Water Technologies to ensure the adequate supply of water at Commonwealth Elementary School. Solerex donated the filter system.

A water pump and a pressurized tank was attached to one of the two deepwells at Commonwealth Elementary School to help facilitate the installation of the drinking water system.

Mayor Mathay assured the city's constituents that efforts will be undertaken by the city government to assure them of greater heights of progress and development in a bid to improve the quality of life for everyone.

"Your administration, with your mandate and support, can do no less. We will endeavor hard to deliver and keep up to the people's expectations and pursue the vision for our city as we look forward to our country's centennial celebration and towards the year 2000 and beyond," Mayor Mathay stressed.

For his part, Vice Mayor HERBERT BAUTISTA, enjoined the city's constituents to put their hearts and minds together for the betterment of the city in keeping with the vision of its founding father.

He assured them that the city government is working hard to address the people's basic local concerns such as health, education, food and shelter.

Meanwhile, the city's Division Schools launched a rondalla contest and a drumandbugle competition for elementary and high school students at the QC Hall lobby during the celebration of the city's foundation day on October 12. The activities have become a yearly undertaking of the city's division of schools to bring about color and pageantry during the celebration.

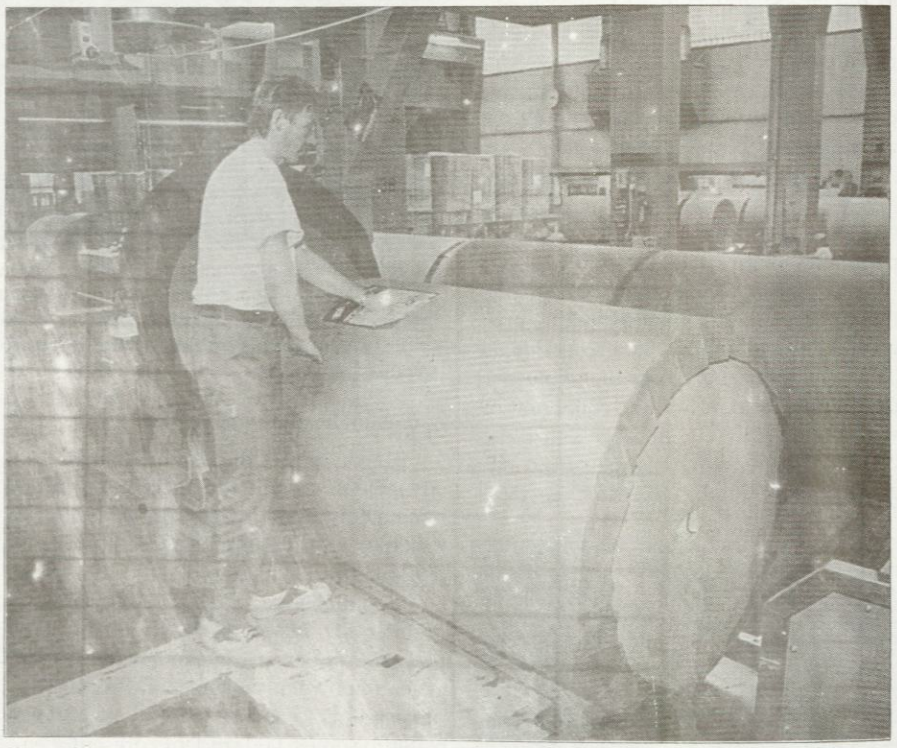
An afternoon of choral music by members of the QC Teachers' Choral Group was also included as part of the celebration. ■

Norway achieves highest growth in 20 years

THE positive trend in Norwegian industry reflects the current situation in most western countries; they have moved out of the worst recession since the second World War. Pessimism has been replaced by optimism.

A sharp increase in exports is one of the key factors in the upturn for Norwegian industry. European industries, for example the car industry and the building material industry, have shown a remarkable increases in demand for imported raw materials and inputs (intermediate products).

The industrial growth in Norway in 1994, however, was not driven by exports alone. The unusual drop in domestic interest rates throughout 1993, and early in 1994, stimulated activity, especially in the Norwegian building sector. Lower interest rates, together with reduced unemployment and higher real income, also led to a leap in domestic demand for consumer goods.



Norwegian export industries report an increasing demand and rising prices on their products. The paper and pulp industry is an example of this upturn.

Profits up

Industrial profits also increased markedly in 1994, continuing the general trend which started in 1993. One example is Norsk Hydro, one of the locomotives in the Norwegian economy, which will see operating profits increase threefold to NOK 10 billion (USD 1.5 bn) in 1994, according to analysts.

The metal industry as a whole has increased its total operating profits from NOK 1 billion (USD 150m) in 1993 to NOK 2.6 billion (USD370mm) in 1994. The profits thus average 10 per cent of sales in this sector, although with large differences from one company to another.

According to a recent analysis by a Norwegian firm, the metals industry is likely to stabilize at a higher level in 1995. The product with the best potential for further price increase is ferrosilicon, which increased only modestly in 1994 from DEM 1075 (USD 715) per ton to DEM 1 135 (USD 755).

Improved productivity

Structural changes and cost adjustments in the preceding tough years have resulted in substantial improvements in productivity. The export-oriented industries improved productivity by 6 per cent in 1994 and the import-competing industry achieved a 3 per cent increase in productivity. The domestic-industry sector, which is shielded from international competition, showed a 2.5 per cent growth in efficiency.

The strong international economic recovery reached Western Europe in the second half of 1994, leading to increasing demand for Norway's traditional export products, and consequently higher prices and increased income for the export industry.

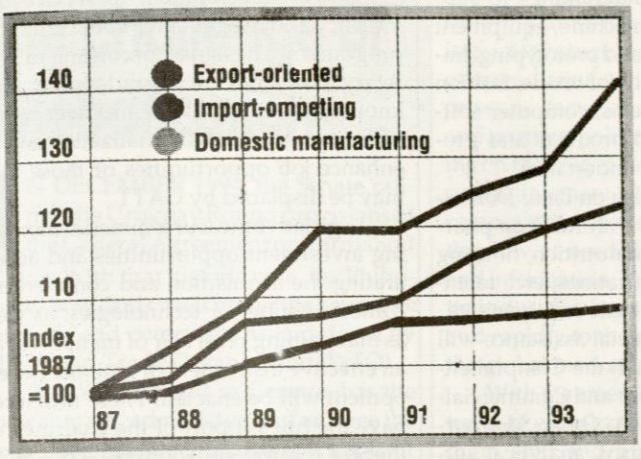
The Confederation of Norwegian Business and Industry (NHO) expects volumes, prices and profits to continue to move upwards in 1995.

One of the fastest growing sectors is the fish-processing industry, which had a 12 per cent increase in output in 1994, due mainly to the improved supply of raw materials.

Growing markets

According to NHO's forecast, Norway's four biggest export markets -- Germany, Sweden, Great Britain and Denmark -- are expected to increase their imports (by volume) of industrial good by 6 to 8 percent in 1995. These four countries buy 40 percent of Norway's industrial exports, excluding raw materials. Historically, the Norwegian export-oriented industries have been primarily those involving metals, pulp and paper, chemical raw materials and refined pe-

Productivity in Manufacturing



Source: Confed.of Norwegian Business and Industry

troleum products.

The market for pulp and paper has improved greatly and these industries report higher order reserves and high capacity utilization. NHO expects prices to rise in 1995. The market for aluminum was subject to some notable changes in 1994, as many producers reduced their capacity utilization. At the same time, the demand increased, cutting into stocks and increasing prices from USD 1124 per ton in January 1994 to USD 2000 per ton in January 1995.

Due to the higher level of activity in the western economies, demand is expected to continue to increase in 1995 and, with more of the capacity in production, the prices could stabilize at a high level. A substantial increase in demand for petrochemicals in the US and Asia has driven these prices to higher levels. Price developments in 1995, however, are more unpredictable because prices on these products do not necessarily depend on general economic growth. The main import-competing industries are mechanical engineering and manufacturing, building materials, textiles and furniture.

> 1994 represents a milestone in the industrial development in Norway -- industrial production grew 6 per cent, more than in any year since 1974. At the end of 1994, all sectors of industry were growing.

Most of the growth in engineering and manufacturing in 1993 and 1994 was sustained by active investments in the petroleum industry. The lower investment activity forecasted for 1995, however, will result in reduced volumes for some manufacturers. – *Magne Gaasemyr*

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DOST embarks on GATT related projects

SCIENCE Secretary WILLIAM G. PADOLINA has announced that the Department of Science and Technology (DOST) has prepared an Action Plan in answer to the pressing issues brought about by the ratification of the Uruguay Round of the General Agreement on Tariffs and Trade (GATT) in consonance with the country's GATT Master Plan which was approved by PRESIDENT FIDEL V. RAMOS. The Plan refocused DOST's programs and projects to support, through research and development and technical assistance, the country's industry and agriculture, particularly sectors that may be adversely affected by GATT. The overall objective of the DOST's efforts is the enhancement of global competitiveness of Philippine products in foreign markets while strengthening its position in the domestic market as well.

The DOST Action Plan takes into account the provisions under the GATT agreement that will affect science and technology (S&T) sectors, including the provisions on tariff cuts, technical regulations and standards, intellectual property rights, and subsidies. In order for our export winners to be world-class, Secretary Padolina stressed that we have to intensify the use of technology. Among those that will have DOST's major support are agricultural products such as food and coconuts; fruits and marine products; textiles; and metals.

Specific R&D and technical assistance on the STAND program on Food and Coconut are aimed to increase agricultural productivity on exportable food items such as mango, banana, and other fruits, coconut, rootcrops, vegetables and livestock. It also includes R&D on pests, pesticides, fertilizers, farm intensification and advocacy and marketing strategies for agricultural products.

The STAND Program on Export Industries aims to improve the quality and productivity of the export industry. The R&D undertakings to support this sector are machine/equipment upgrading, fabrication and prototyping. Improvement in the quality of textile, fashion accessories, novelty items, computer software technology, food products and processing, etc., are being undertaken.

The STAND program on Basic Domestic needs is concerned with R&D on pharmaceuticals, health and nutrition, housing materials, telecommunications, etc., to ensure sufficiency of the basic requirements.

Technical and financial assistance will also be provided through the Comprehensive Technology Transfer and Commercialization Program (PTTC). Other S&T services include consultancy, analytical services, testing, calibration, and standardization, and monitoring and evaluation for quality assurance to meet the sanitary and phyto sanitary requirements of the world market and likewise, for consumers protection.

The enhancement of S&T capabilities include upgrading of S&T facilities and manpower development to service the industry and the general public. Training programs are designed, according to Secretary Padolina, to upgrade skills and knowledge to meet the manpower needs of the country for industrialization and to enhance job opportunities of those that may be displaced by GATT.

Legislative measures aimed at increasing investment opportunities and accelerating the acquisition and commercialization of superior technologies, as well as maintaining reservoir of manpower as an effective instrument of national development will be enacted. These measures have the full support of the chairmen of the S&T committee of both Houses -- Hon. RAMON "DONDON" BAGATSING, JR. in the House of Representatives and Hon. ORLANDO MERCADO in the Senate, and are supported by many other legislators. (E.B. Ignacio, STII S&T Media Service)

Asia Pacific leaders push for regional S&T collaboration

MINISTERS from the Asia Pacific Region (APEC) recently endorsed four collaborative areas on science and technology during the APEC Ministers' conference held in Beijing, China.

The collaborative areas seek to address the region's need for electronic linkages and exchange of scientific and technical personnel in the APEC region, human resource development, environmental sustainability and regional natural disaster mitigation. To address these needs, the collaborative areas are the following: improved flows of information on science and technology, improved researcher exchange and human resources development, improved transparency of regulatory frameworks and facilitation of joint projects.

For an improved S&T flow, member countries proposed the establishment of S&T databases, development of networks, establishment of centers of excellence and joint research facilities throughout the region. The Ministers cited that a reliable technological information and technology flow will greatly benefit the private and business sector. The Ministers also recognized the need for a clear and transparent regulatory framework critical to sustainable economic growth and technological innovation in the region.



Science Secretary William G. Padolina (seated center) pause for a breather with Ambassador Ong and DOST Assistant Secretary Lydia Tansinsin during the APEC Ministers' Conference in Beijing, Republic of China.

S&T responses to the challenge of Globalization

IN DECEMBER 1994, the Senate ratified the Uruguay Round provisions of the General Agreement on Tariffs and Trade. With that historic vote, the Philippines now finds itself under the new rules of trade and commerce as laid down by the World Trade Organization (WTO).

The WTO, based in Geneva, has the power to set, administer, and enforce the expanded rules of international trade for its members countries. By joining this body, the Philippines agrees to alter its laws, regulations, and administrative procedures -- whether present or future -- to conform with the tenets and principles as dictated by this new international organization.

This installation of another layer of international regulation over the Philippine economy finally symbolizes our break from economic protectionism as we practice it and is consistent with the latest trend of liberalized trade. A cursory scan of our country's history will show that the Philippines has held on to a self-defeating structure of protection and overregulation which encouraged enterprises to focus on rent-seeking measures and partisan politics instead of concentrating on the crucial elements of efficiency and competitiveness. Our resistance to foreign competition has resulted in slowing down the flow of needed resources, technology, and information, as well as keeping domestic industries from responding effectively and rapidly to the competitive impulses of the global market.

With the emergence of the WTO and the trend of globalization, the need for a paradigm shift and a new economic outlook shall be essential in guiding Philippine trade and industrial policy as it enters the next millennium. With the expansion of trading horizons and the entry of new and more diverse players in the global trading arena, the new logic of the game demands competitiveness, speed, and precision. And the trend of globalization has largely been made possible, thanks to the rapid growth of scientific knowledge and the accelerated pace of technological advancement in the last twenty years.

The Department of Science and Technology (DOST) is very much aware of these changes and has taken the necessary steps toward meeting their challenges and preparing for their uncertainties. In fact, the drive to propel the Philippines toward a newly industrializing country may be considered a bid to increase production of world-class elaborately transformed manufactured goods and to provide world-class services to an emerging cosmopolitan environment.

To bolster and upgrade the country's intellectual resources, RA 7687 or the Science and Technology Scholarship Act was approved on March 2, 1994. Under the law, 3,500 scholars will be granted S&T scholarships and other incentives to study in any reputable school here or abroad. In parallel fashion, DOST continues to supervise and implement the World Bank-OECF funded Engineering and Science Education Project (ESEP). ESEP's main objectives are to produce 3,000 scientists and engineers with graduate degrees by 1998, and to upgrade facilities and faculty competence in selected science and engineering institutes as well as in 110 high

to next page

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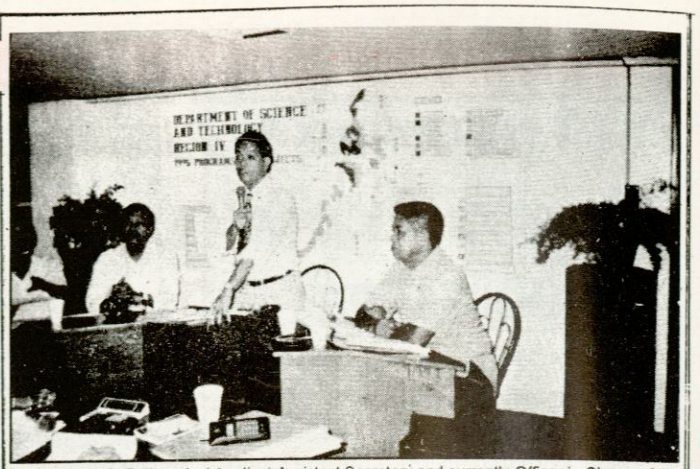
schools all over the archipelago. As of June 1995, a total of 1,023 scholars have already graduated under the said project.

Gearing up the country's production and manufacturing sectors to the heightened pulse of competitiveness will inevitably require pursuing the commercial aspects of science and technology. It is in this light that DOST sees itself as the prime mover of market-oriented superior technologies in the context of sustainable development.

The Science and Technology Agenda for National Development (STAND) is a market-oriented, private-sector driven action plan which emphasizes the harnessing of superior technologies to achieve global competitiveness. It spells out the areas -- particularly the export winners such as computer software, marine products, and metals fabrication -- to be the focus of national scientific and technological efforts from 1993 to 1998. STAND provides specific activities to improve the priority products and services by synchronizing R&D endeavors with the needs of industry.

To establish and strengthen the mechanisms for technology transfer, generous support has been provided for the establishment of science parks in UP Diliman and Los Baños to develop high technology-based industries. Moreover, the Bicutan Technology Business Incubator has been further expanded to assist more technology firms during their initial stages of operation and to induce investment in strategic sectors. The DOST likewise provides consultancy services to small-and medium-scale export industries through the Manufacturing and Productivity Extension Program (MPEX).

In addition, the organization of advisory committees for the country's research and development institutes is to ensure that their priorities are aligned with STAND. The committees, composed of representatives from the private sector, are also mandated to recommend promising areas for future R&D exploration and growth. This is to make R&D more demand-oriented and facilitate technology transfer and commercialization.



Dr. Francisco P. Fellizar, Jr. (standing) Assistant Secretary and currently Officer-in-Charge of the office of Undersecretary for Regional Operations, discusses the priority programs and projects of DOST particularly for region IV during a staff meeting last September 19, 1995 at DOST IV office in San Pablo City.

As part of its S&T infrastructure upgrading campaign, DOST improved its analytical and testing facilities to enable industry to determine their extent of compliance with the latest international standards. This has enabled the Department to serve more clients and provide valuable advice on several product standards issues. Services include quality control, patenting and licensing, chemical and physical analysis, pilot testing, technical assistance, consultancy, and design and engineering assistance. (A. Taule, S&T Media Service)

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3. To maintain peace and order in the assigned parks such as Rizal Park, Paco Park/Mabini Shrine and Pook ni Maria Makiling (Los Baños). Center Islands along Roxas Blvd., T.M. Kalaw, and P. Burgos

   And plazas at Plaza Olivia de Salamanca, Urdaneta-Legazpi Park

   Park (PTA-assigned) and Burnham and Sunshine (Baguio City) and other assigned DOT projects.

ACCOMPLISHMENTS (January-July 1995)

1. **Development and maintenance of assigned parks**
   a. Improved the cleanliness of all parks
   b. Beautified and regreened grounds
   c. Planted 500 Molave and Narra trees
   d. Repaired park structures (building, fountains and falls, etc.)
   e. Repaired electrical and lighting facilities
   f. Prepared ground for national events -- other activities at the park
   g. Finished technical study of the JICA funded project: Improvement and Enhancement of Sanitation in the National Park (Rizal Park)
2. **Promotion and recreational, socio-cultural and educational programs and activities**
   a. Presented the following:
      Concert at the Park - 30 concerts
      Paco Park Presents – 30 concerts
      Cinema in the Open-air Auditorium – 11 film showings
      Light and Sound Tableau on the Life and Martyrdom of Dr. Jose P. Rizal – 150 shows
   b. 10th World Youth Day and the Papal Visit '95
   c. 122nd Death Anniversary of Fathers Gomez, Burgos and Zamora
   d. Photo Exhibit on the Life of Dr. Jose P. Rizal
   e. Philippine Independence Day Celebration
   f. Other cultural shows/presentations by government and private sector at the parks
3. **Maintenance of peace and order in the parks**
   a. Intensified enforcement of park rules and regulations, city ordinances, etc.
   b. Deployed policemen on 24 hours duty (WPD, RPPD)
   c. Reduced illegal activities and crime rate
4. **Others:**
   a. Instituted reforms on accounting procedures
   b. Instituted reforms on personnel and other administrative matters
   c. Moral recovery programs
   d. Medical and dental aid programs

THRUSTS AND PROGRAMS (August-December 1995)

1. Development and maintenance of assigned parks
   a. Continue cleaning and beautification of all parks and assigned areas
   b. Tree planting (sea side)
   c. Opening of the orchidarium
   d. Repainting of park facilities
   e. Ground preparation for the following:
      — 50th Anniversary of the United Nations
      — First burial site at Paco Park Light and Sound
      — Commencement of martyrdom of Dr. Jose P. Rizal Centennial Celebration
   f. Redevelopment of Roxas Blvd. in coordination with MMDA, DPWH and other government agencies.
   g. Improve park signages
   h. Preparation of the Christmas Season
   i. Strategic planning of Rizal Park/Paco Park in coordination with the Canadian Embassy
   j. Updating the Master Plan of Rizal Park
2. Promotion of recreational, socio-cultural and educational programs and activities
   a. Showcasing of our culture, history and heritage at the park
   b. Traditional Christmas Tree
   c. Exhibit on the life and works of Dr. Jose P. Rizal
   d. Moral Recovery Program
   e. Simbang Gabi '95
   f. Regular Program
      — Concert at the Park
      — Paco Park Presents
      — Cinema in the Open-Air Auditorium
      — Martyrdom of Dr. Jose P. Rizal
3. Maintenance of peace and order in the parks
   • Continue the campaign against vendors, vagrants and other illegal activities in the parks.

THRUSTS AND PROGRAMS FOR 1996

Development and maintenance of assigned parks

1. Intensify cleaning, maintenance and beautification of all assigned parks
   — Clean up the Parks Campaign Citizens Awareness Program "Ang Ating Kayamanan"
2. Ground Development Programs of Rizal Park
   — Development of the sprinkler system
   — Improvement of electrical and lighting systems
   — Construction of water treatment plant (JICA)
   — Strategic planning of Rizal Park and Paco Park (Canadian Government assisted project)
   — Technical study on the construction of an underpass at Roxas Blvd. and an underground parking area/mall (Phase II)
3. Rehabilitation of Paco Park
4. Rehabilitation of Pook ni Maria Makiling -- facilities and cottages

Promotion of recreational, socio-cultural and educational programs and activities

1. Continue regular presentation of the following:
   Concert at the Park – 52 concerts
   Paco Park presents – 51 concerts
   Cinema in the Open-air auditorium – 78 film showings
   Light and Sound
   Tableau on the life and execution of Dr. Jose P. Rizal – 540 shows
2. Regular presentation of Filipino games and sports
3. Exhibits/presentations on Filipino arts and culture
4. Year long centennial presentations on the life of Dr. Jose P. Rizal
5. Expansion of library facilities particularly the Filipiniana section

Maintenance of peace and order in the parks

1. Improvement of security system
2. Continue citizenry-awareness program

Guess who gives the most complete coverage.

Boysen Acrytex: Typhoon-Tested, Water-Tight

There are many types of exterior paints. Of those used for plain and textured exterior finishes, Boysen Acrytex provides significant advantages for lasting beauty and durability.

An exterior paint may be baked by sun one day and battered by rain the next. It must endure sweltering summer and continuous rains. Boysen Acrytex has qualities that enhance your exterior paint's ability to withstand such climatic changes.

One main quality is film-forming property. Boysen Acrytex is solvent-based acrylic paint which forms a tight, non-porous film. This film acts like a tough chemical thread that binds the pigments together and anchors the coating to building. The result is a coating system with very strong adhesion and excellent exterior durability.

Lasting Qualities, Inside and Out

The first coat of Boysen Acrytex forms a very tight film that serves as a sealer for concrete and a stain inhibitor for wood. Soot from old concrete, wood stains, and tannin bleed through ordinary latex paints, leaving unsightly marks even after repeated coats. But with Boysen Acrytex as the first coat, these types of problems will be permanently sealed -- underneath.

The textured finish creates an excellent barrier against water seepage. It can be applied as a putty to seal cracks more effectively, thus providing better durability than ordinary patching compounds.

As a topcoat, it resists ultraviolet light which causes yellowing and chalking. It has good levelling, gloss and color retention. The topcoat also provides a hard, water-tight film. The longer the paint film is exposed, the harder it becomes. Maintenance is easy as there is no problem of dirt pick up. Dirt and stains are easily washed away, maintaining that freshly painted look for years. For more information, please contact the nearest Boysen dealer in your vicinity or ask for our Boysen Sales Representatives.

BOYSEN PORTLAND CEMENT PAINT

is an oil-based roof paint that gives a flat, durable finish and especially formulated to withstand severe climatic conditions. It is a slow-chalking paint. The resulting light-weight powder is easily washed off, which helps clean the roof when it rains, making the roof look newly-painted. It can be used for new and old roofing surfaces like galvanized iron and asbestos cement boards. This paint is ideal for use on previously painted chalky surfaces.

BOYSEN ACRYLIC LATEX ROOF PAINT

is a 100% acrylic paint that dries to a flat finish. It has a tough and durable film that provides excellent protection and adhesion to galvanized surfaces, asbestos cement boards, and unglazed tiles.

BOYSEN ROOFGARD

is a gloss acrylic, water-based roof paint designed to protect and adhere to galvanized surfaces. It gives a durable and flexible film, fast drying time and excellent gloss retention.

Increased Sales Noted For Boysen Acqua Epoxy

A tremendous increase in sales was noted for Boysen Acqua Epoxy, a two-component water-based acrylic epoxy paint introduced last year. The phenomenal surge in sales was attributed to the product's versatility which makes it a universally preferred painting system for concrete and metal floors.

Boysen Acqua Epoxy is used as a coating for interior and exterior floors and garage. It offers outstanding durability, good abrasion, chemical resistance and can withstand automotive tire imprints. Increased abrasion resistance and anti-skid properties can be obtained with the addition of aluminum oxide or sand on the final coat. It is also used for curbs, ramp and other markings, with excellent weathering and corrosion resistance.

If applied on primed metal surfaces, superior [illegible] without chalking or color fading. Of most solvent finishes on the application.

Boysen Multi-fleck

INTERIOR DECORATING OPTIONS:

Boysen Multi-fleck is a multicolor paint that allows for a "seamless wallpaper alternative" and provides decorators with another medium of polychromatic patterns and textures. It can be used to provide contrast or accent on plain-colored paint finishes and is more economical than wallpaper. **Boysen Multi-fleck** hides wall imperfections and irregularities very well.

A MATTER OF CHOICE

Nearly all home decorating products come in a wide array of colors today, but none is more extensive than paint. While wallpaper and other materials used for accent or background may offer 20 or 30 standard shades to choose from, **Boysen Multi-fleck** offers a blend of more precise custom colors that can be made in a flat, semi-gloss or gloss finish.

EASE OF CHANGE/ REPAIR

It is human nature to want to change the look of one's home occasionally. With wallpaper, repainting damaged portions, much less, changing the whole wallpaper hob can be a major undertaking. Redoing a painted room is especially easy.

Wallpaper that is peeling, torn or textural presents special problems for the decorators.

Boysen Multi-fleck offers the ease of application. Old painted surfaces can be sprayed on with the multicolor paint which will blend and make an old room appear new. Damaged portions can be easily retouched using the same paint previously sprayed.

Application is quick and economical.

PRODUCT CHARACTERISTICS

Boysen Multi-fleck forms a plastic-like film that lasts long and is protective on walls. It has good washability and is resistant to soiling. It offers good color fastness. If damages occur after application, it can be reapplied over and will blend into its surroundings without any hint of damages.

Boysen Multi-fleck comes in 16 standard colors which may be sprayed by itself or blended to provide a multicolor spray finish on plain painted background surfaces. It is therefore economical and offers unlimited choice of color combinations.

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Boysen Guide to Choosing Paint

It is a well known fact that the building's finish serves as a permanent advertisement for the architect and builder who created it. But few would disagree that an unsightly paint job can impair the appearance of even the most beautiful structure.

What is especially ironic is that even the best quality paints are relatively inexpensive. Yet this seems to be an area in which architects and builders are prone to scrimp on cost.

The benefits of specifying a top quality exterior paint are apparent: good adhesion to the painted surface, good color retention and mildew resistance, to name just a few. What is not obvious is why one paint performs better than another and why it is worth paying a little more for top quality paint.

THREE BASIC COMPONENTS

How easily a paint spreads, how completely it covers, how long it lasts -- these and many other performance characteristics all depend on the paint's formulation. In virtually every case, the formulation consists of 3 basic components:

1. The Binder. This component forms the film of the paint. The type of binder and the amount present are key determinants of the paint's durability, including its toughness, adhesion and color retention characteristics.
2. The Pigment. These powdery substances provide the paint with its color and hiding properties and contributes to its bulk.
3. The Thinner. This is the liquid component that evaporates as the paint dries, leaving behind a solid film. In alkyd or oil paints the thinners are petroleum-based solvents, whereas in latex paints the thinner is water.

BINDER IS THE KEY TO DURABILITY

Of these 3 raw materials, the type and amount of binder determines many of the paint's performance properties -- toughness, adhesion and color retention, for example.

All acrylic binders, whether in top quality latex paint or solvent-based acrylic paints, are formed from acrylic monomers. This type of binder is well-suited for quality paints. It provides a high degree of adhesion, flexibility, color retention and alkyd resistance.

High performance binders are required to maximize the paint's ability to withstand exposure to the elements and resists fading, cracking, peeling and blistering.

HIGHER SOLIDS MEAN BETTER QUALITY PAINTS



Other brands leave a thin coat.
So you'll need more coats to cover effectively.



But Boysen hides surfaces better.
It does the job with less coats.

BOYSEN **No.1**

Grand dreams & schemes for RIZAL PARK

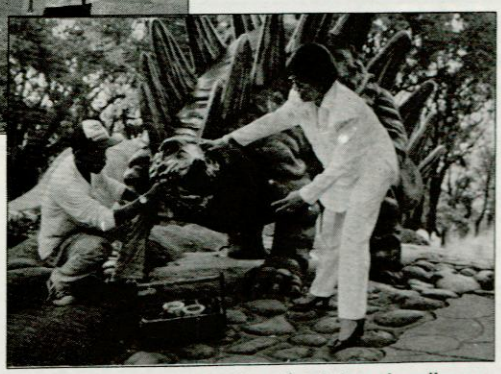


Ms. Visdepedencia A. Reyes-de Guzman

NATIONAL Parks Development Committee Executive Director, Ms. VISPEDENCIA A. REYES-DE GUZMAN says taking care of the national park is not the sole responsibility of government or the NPDC in particular. "The public has an important role to play in this and they should realize that it is their park, too," she emphasizes.

For one there are financial constraints. Now that the Rizal Park is under the Department of Tourism the park is operated and maintained through an annual budget. "Rizal Park has to reckon with general appropriations approved by Congress and the Senate." This being the case her office is required to work within the parameters available to them when budget increases become necessary.





Ms. De Guzman helps it maintaining cleanliness of the Rizal Park.

"In 1995 our budget was P65 million. Half of that went to salaries, one fourth went to payments for water and electricity, thus only the remaining one fourth could be made available for maintenance and supplies expenditures for the park," she relates.

The cost of rehabilitating the nineteen (19) comfort rooms in the park alone amounted to P5 million but this does not completely rehabilitate them considering that they have been there for thirty (30 years). This is where the support of the park goers come in. 'It is such a sad thing that there are some Filipinos who refuse to use the comfort rooms properly," she laments. "Everyone, whether he or she is educated or not knows how these comfort rooms should be used and yet they simply refuse to do so properly. And then, of course, there are the vandals..."

In the past, the late Teodoro "Ka Doroy" Valencia had so much clout and influence that he was able to summon some financial support to finance the improvements he designed for the park. Ms. De Guzman places great value on the contributions of Ka Doroy to Rizal Park.

"We cannot surmount what Ka Doroy has done. He practically designed the master planning of Rizal Park and said that one of the country's major landmarks should have a more permanent atmosphere," she says.

It was from 1963 to 1986 that major changes and improvements were done of Rizal Park and it was Ka Doroy Valencia who oversaw these. "From 1986 up to the present time we are rehabilitating and continuously improving on what Ka Doroy had started," she continues.

And although Rizal Park is actually getting technical assistance from the Department of Environment and Natural Resources (DENR), the Clean and Green movement, PAGCOR, the City of Manila, and the MMDA, there is still much to be done and that would require financial support.

"We are now conceptualizing projects that would augment our income and maybe one way is by increasing rental fees by rehabilitating and reconstructing our kiosk and probably turning it into a restaurant and giving it a better image," Ms. de Guzman says. But it has to have a nationalistic aura about it.

One constraint the park has to contend with is the fact that it should never become too commercialized. "We don't want it to look like a flea market so we'd have to be discriminating," she adds.

"The Rizal Park is the most public oriented place in the country and this is a sacred place for us Filipinos, "thus it needs taking care of and that would require assistance from all sectors of society -- from the government down to the individual Filipino.

Ms. de Guzman has grand dreams for this internationally famous park but that too would require some wizardry at accumulating financial support. "I would like to see the park as a whole park and not sectoralized as it is now," she says. "We have Roxas Boulevard and Kalaw cutting the park. If I had the money the park would look as one whole green area," she adds. Another grand dream is the building of underground malls without affecting the lush greenery above the ground.

Great things come from seemingly impossible dreams. But then the Rizal Park is not alien to greatness so who says it's impossible? ■

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and

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on their

32nd Anniversary



COME and TRY our Restaurant by the Bay. We are open from 6:00 a.m. unti' 12 midnight.

To reserve your Parties and Company affairs (including Parties on Board), please call us at Telefax No. 525-56-98, or 524-15-71, or you may visit us at Gate A, South Road, Rizal Park (Left side facing Quirino Grandstand).



The Rizal Park Walking Tour is a joint project of the Office of Product Research and Development of the Department of Tourism (DOT) and the National Parks Development Committee (NPDC).

TAKE A WALKING TOUR OF RIZAL PARK

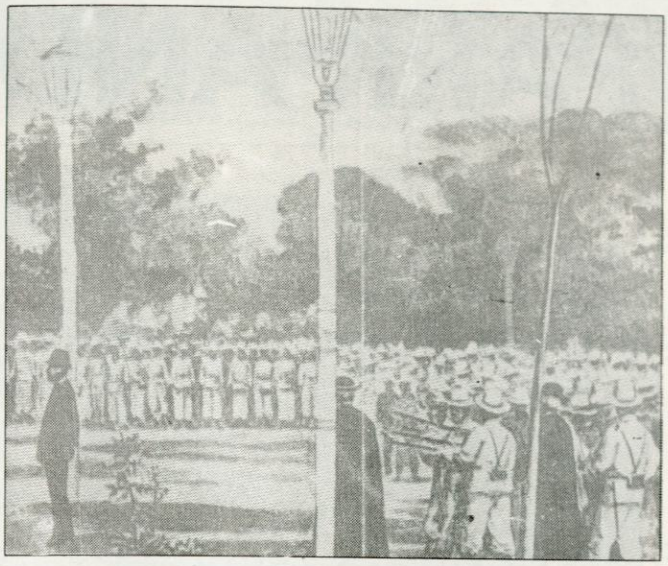
Remnants of our past

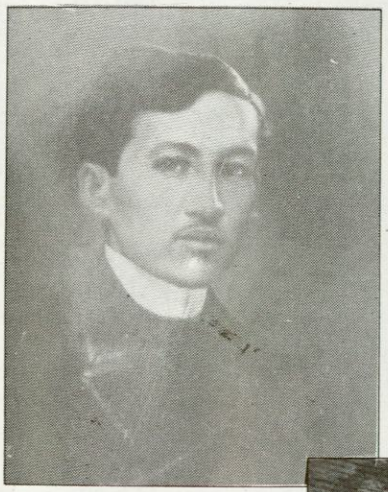
RIZAL PARK'S history finds its beginnings early in the 1800's during the Spanish rule. While Manila's social and business activities were confined within Intramuros, a small area just south of the walls was cleared to prevent sneak attacks from then restless natives. The area was shaped like a small moon (lunette) and thus was named Luneta.

A dedication of the park in 1913 to national hero, Dr. Jose Rizal, later changed the park's name. But many still call it Luneta and even more are continually drawn everyday to the memories and the moments only the Luneta has to offer.

Perhaps the most significant of these moments happened in December 30, 1896. Upon orders of the Spanish Government on charges of instigating a raging revolt, Dr. Jose Rizal was shot by firing squad before the eyes of his compatriots. Earlier in February 17, 1872, three Filipino priests suffered a similar fate as Fathers Gomez, Burgos and Zamora were executed by guillotine after being wrongly accused of complicity in a military uprising in Cavite.

Near the Rizal Monument is the flagpole -- still another reminder of a moment in Philippine history. For it was here that the Declaration of Independence from





Dr. Jose Rizal

American rule was held on July 4, 1946. Many Independence Day celebrations have since been held at the Luneta.

A testament to freedom it continues to be, as many political rallies are still held in Luneta. In 1986, both Ferdinand Marcos and Corazon Aquino held their campaign rallies here drawing crowds of millions.

After the election results were announced unduly favoring Marcos, Cory Aquino held her protest rally here, fanning the flames that ignited the People Power Revolution just a few weeks later.

Through the years, Rizal Park has continued to be many things for many people. When historic events are not taking the limelight, everyday activities keep Luneta alive and bustling.

Family picnics on weekends. Lovers' strolls at sunset. Joggers at dawn. Afternoon concerts. Early morning fresh air.

Everyday, people come, and go. With their memories and moments Rizal Park will be kept alive and going for centuries to come.

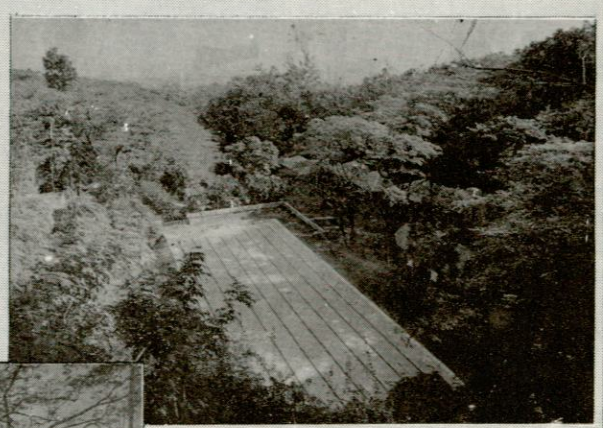
Pook ni Maria Makiling

60 kilometers south of Manila and accessible by by bus or car is the "Pook ni Maria Makiling" of Los Baños, Laguna.

Built on the mountain sides of Mt. Makiling, the lush greenery makes for a cool and refreshing forest-getaway outside of Manila. Cottages, huts and an olympic-size swimming pool make it an ideal place for family picnics as well as honeymooners.

The "Pook" also boasts of a viewing deck where the town of Laguna and the waters of Laguna de Bay present a breath taking view.

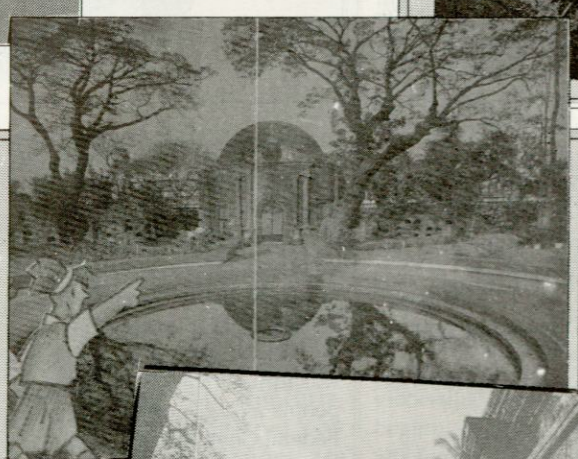


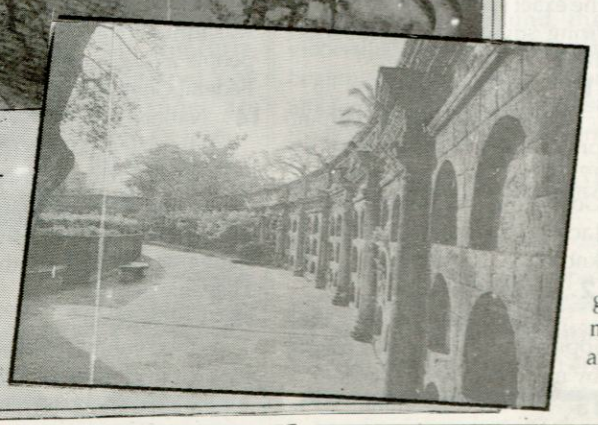


Paco Park

Built by Dominican fathers in the 1820's, Paco Park was originally a cemetery. It was here that the remains of Dr. Jose Rizal were first buried until exhumed and laid beneath the Luneta monument on December 30, 1912.

Today, it is more known as a beautiful and quiet park, mostly for strollers. Many came for the weekly "Paco Park Presents", a concert held every Friday evening at 6:00 p.m.





QUEZON CITY PUBLIC LIBRARY

THE RIZAL PARK AND

1. Quirino Grandstand

The grandstand is the site for many official state functions. Independence Day rites. Presidential inaugurations and political rallies are often held here. Cory Aquino's "Miting de Avance" in 1986 which drew millions of people and eventually paved the way for the People Power Revolution was held in his historic place.

2. Horizon

The famous Manila Bay sunset is best viewed from here, near a sculpted work created by Delfonso Marcelo.

3. Sipa Court/Playground

In English, "sipa" means kick. For Filipinos, it also stands for a game where players continuously kick a metal washer wrapped in strands of straw. The player must kick the "sipa" over the net to the opposite team until one groups fails to return it. The team with the highest score wins.

4. Army Navy Club

Established by the Americans in 1898, the club used to be frequented by the likes of Admiral Dewey and General MacArthur. In World War II, it was used as an evacuation center until it was bombed and burned. Reconstruction was completed only in 1950.

Today, the club is managed by the Philippine Armed Forces.

5. The Manila Hotel

Today it is one of the finest luxury hotels in the Orient. But years ago, it was a second home to Gen. Douglas MacArthur and his family.

In December 1941, the hotel became MacArthur's command post before his men withdrew to Corregidor after the bombing of Pearl Harbor.

6. Gallery of National Heroes

Also known as "Heroes Promenade', the site is a tribute to Marcelo H. del Pilar, Apolinario Mabini and Sultan Kudarat, all freedom-loving Filipinos who died for their country.

7. San Lorenzo Ruiz Plaza

San Lorenzo Ruiz, the first Filipino saint, was beatified by the Vatican on Feb. 18, 1981 with rites held at the Rizal Park. The statue, done by Italian sculptor Tornasso Gismandi is a gift of Pope John Paul II to the Filipino people. Celso Carunungan, well-known journalist, authored the inscription on the marker.

Central Section

8. The flagpole

Only on this flagpole is the Philippine flag allowed to fly at all times, regardless of weather. This flagpole is 31 meters high and distinct for being kilometer zero or the point of reference for land travel throughout the island of Luzon.

9. The Rizal Monument

Within the cornerstone of the Rizal Monument lies the remains of national hero, Dr. Jose Rizal. It is in his honor that several wreath-laying ceremonies are held during national holidays and state visits.

The monument was designed by Dr. Richard Kissling of Zurich, Switzerland.

10. Mi Ultimo Adios

Rizal's "My Last Farewell" is engraved in bronze and marks the exact spot where he died by firing squad on December 30, 1896.

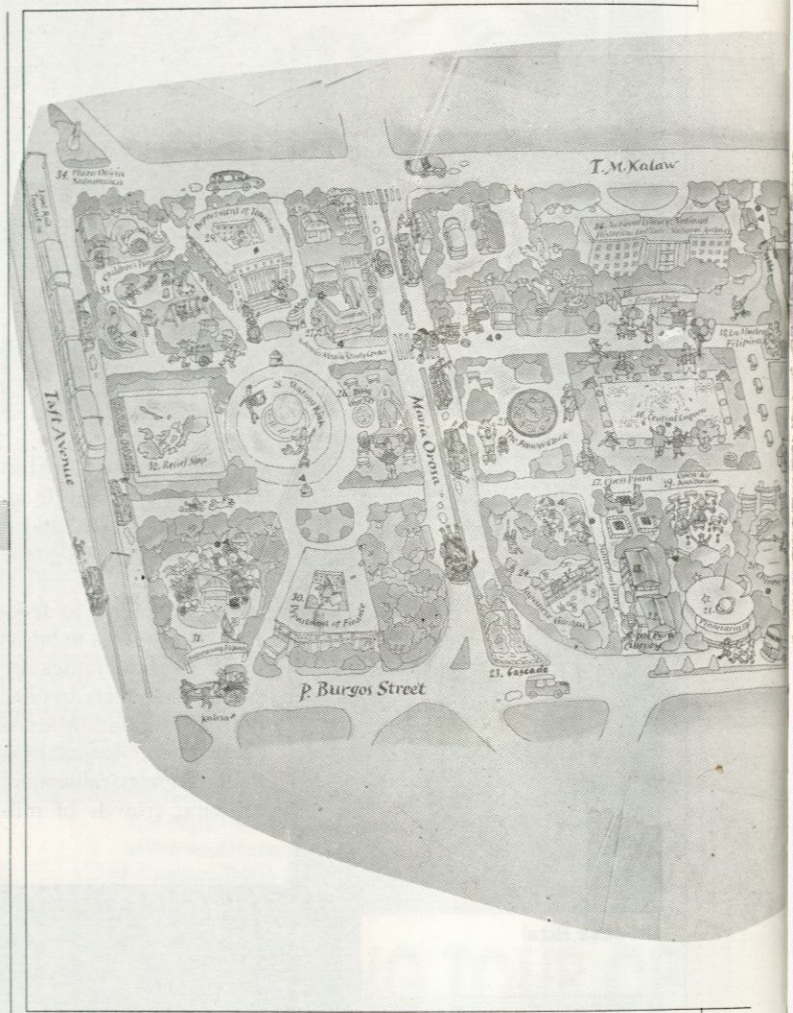
11. Gomburza Marker

Like Rizal, three Filipino priests died in this spot on Feb. 17, 1872. They were Fr. Mariano Gomez, Fr. Jose Burgos, and Fr. Jacinto Zamora, collectively known as GomBurZa.

12. La Madre Filipina

A relic from pre-war Philippines, this statue was created by master sculptor Martinez.

13 The Rizal Fountain



In the summer of 1886, Dr. Jose Rizal became a guest of Pastor Ullmer in the town of Heidelberg, Germany. In a gesture of friendship by the Protestant Church, this fountain was set-up. On December 30, 1964, it was turned over to the Filipino people as a gift of the German Federal Government.

14. National Library/National Historical Institute/National Archives

A repository of many rare Philippine books and artifacts dating as far back as the pre-Hispanic period.

15. Coffee Shop

Good food is served here by deaf and mute members of the Philippine Association of the Deaf, Inc. Proceeds from the shop are used for the education of deaf and mute Filipinos.

16. Central Lagoon

A most refreshing scenery! The dancing fountains of the central lagoon creates a dazzling aquatic show with water soaring up to 80 feet high.

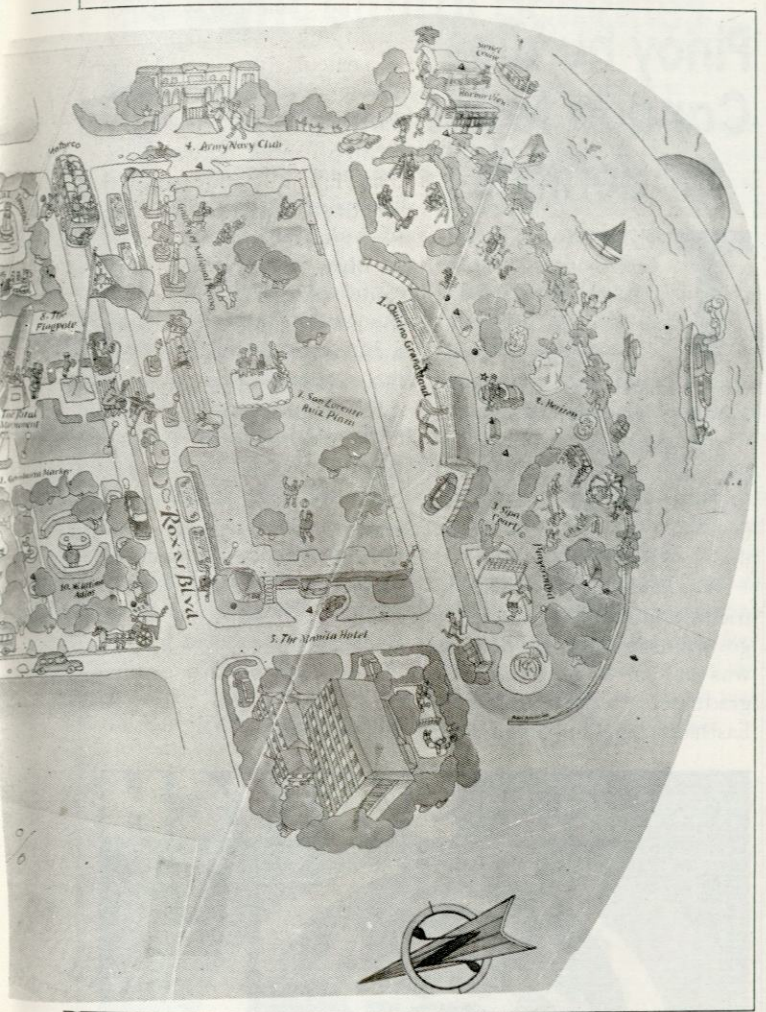
17. Chess Plaza

Built in 1976 to commemorate the chess match between grandmasters Garri Kasparov and Anatoly Karpov.

18. Masscom Library

The Don Andres Soriano Mass Communication library was formally opened on No-

ITS MAIN ATTRACTIONS



LEGEND

Snacks, Drinks

Restrooms

Tourist information / Assistance Center

Police

Telephone

vember 10, 1977 by Don Andres Soriano, Jr. in memory of his late father.

19. Open-air Auditorium

Venue for "Concert at the Park" held every Sunday afternoon and aired over a local television channel. All concerts, plays and presentations are held for free.

20. Chinese Garden

Red and gold and opulent! The lagoon, the pavilion and the exotic carps are all gifts from the Filipino-Chinese community.

21. Planetarium

An audio-visual treat goes on twice a day. Admission is free!

22. Rizal Park Library

Open to the public. Built by Panel Lock Homes in December 1969.

23. Cascade

This lovely waterfall is actually a clever masquerade. Behind the 20-foot tall structure is a 30-horsepower motor responsible for running the waterworks of the park.

24. Japanese Garden

A gift of the Japanese government to the people of Manila. The most serene if not the most romantic spot in the park.

25. The Flower Clock

What a colorful way to tell time! This giant bed of flowers is actually a clock donated in 1967 by Rado Philippines.

Eastern Section

26. Bisig marker

"Bisig" is the Tagalog term for referring to the forearm. The sculpture, a symbol of strength through manual labor was designed and executed by Joey Mendoza, Napoleon Adora and Francisco Cruz.

27. Valencia Media Study Center

The Media Study Center was inaugurated in 1989 as a tribute to the late Teodoro F. Valencia whose journalistic career spanned more than 50 years.

28. Skating Rink

Round and round the globe-shaped fountain they go, beginners, and expert skater alike. A bustling center not just for skaters but for promenaders as well.

29 Department of Tourism/ Department

30. of Finance

Twin buildings on opposite sides of the skating rink are the offices of the Department of Tourism and Finance. Both are rendered in classic Greek architecture and are favorite spots for picture-taking.

31. Halamang Pilipino

Sampaguitas, jasmines, dama de noches and more. In the garden one can find many of the local flowers and plants which thrive in the tropical climate of the Philippines.

32. Relief Map

Take a walk around the 7,107 islands of the Philippines. The relief map is a colorful scaled topographical representation of the country.

33. Children's Playground

Swings, slides, see-saws and more-this is every child's dream world! Free admission for kids below 9. Minimal admission fee for adults and kids ages 9 and above. Off-limits to adults unaccompanied by kids.

34. Plaza Olivia Salamanca

Dr. Olivia Salamanca, M.D., was the first woman physician of the Philippines. The plaza is a tribute to her devotion and competence as a woman medical practitioner.

Also at the Rizal Park Kalesa Ride

Tour the park and its surroundings on horse-drawn carriages. Available to tourists at minimal prices.

Matorco

Go sightseeing down the boulevard on board the topless double deck buses. The tourist buses are stationed in front of the Luneta Flagpole along Roxas Blvd.

Manila Bay Sunset Cruises

Enjoy the sunset from the sea. Tickets for the Sunset Cruise are sold at the Golden Horizon Restaurant & Cruise Services near the Army-Navy Club.

Going up in smoke



Students (from left) Mari Blom, Gry Wesenberg Engeset and Hilde Lorentzen take time out from studying with a cigarette.

A SURVEY of 16,000 university students from all over Europe shows that 39% of Norwegian female students smoke at least once a day. Hot on Norway's heels are the southern European countries, while the distance to its Nordic neighbours is striking: In Finland only 10% of female students between 18 and 30 smoke daily, the lowest number in Europe. 24% of Sweden's female students smoke, while the percentage for Denmark is 30.

Norway's male students fare little better. They rank third in the male statistics, with only Austria and Poland ahead.

"This survey kills the myth that southern Europeans smoke far more than Norwegians," says research fellow ANNE HAFSTAD at the Cancer Registry of Norway, whose research focuses on the effects of the Norwegian anti-smoking campaign. She calls the figures "depressing".

"Hard to quit"

Female students Marit Blom (28), Gry Wesenberg Engeset (24) and Hilde Lorentzen (26) have no idea why Norway floats on top of the statistics -- but they do know it's hard to let go of cigarettes when exams are looming. "Exam pressure makes it really hard to quit," says Engeset. "You constantly think that after the exams, then I'll make it." The girls know all about the dangers, and they believe the warnings. The problem is motivation.

Anne Hafstad is a firm believer in information. "Restrictions are in themselves not enough to get people to quit. What it takes is information and establishing healthy attitudes," she says. She is surprised that highly educated Norwegian youth figure in the top echelon of the European smoking statistics. Norwegian studies have indicated that 15-20% of students smoke, with figures increasing sharply to 60% for those who left school after the ninth grade. In northern Europe, non-smokers normally dominate in higher education groups, Hafstad says. In southern Europe, smoking is still considered a high-status phenomenon, according to the report.

Pinoy hurdles Canada tests for dentists

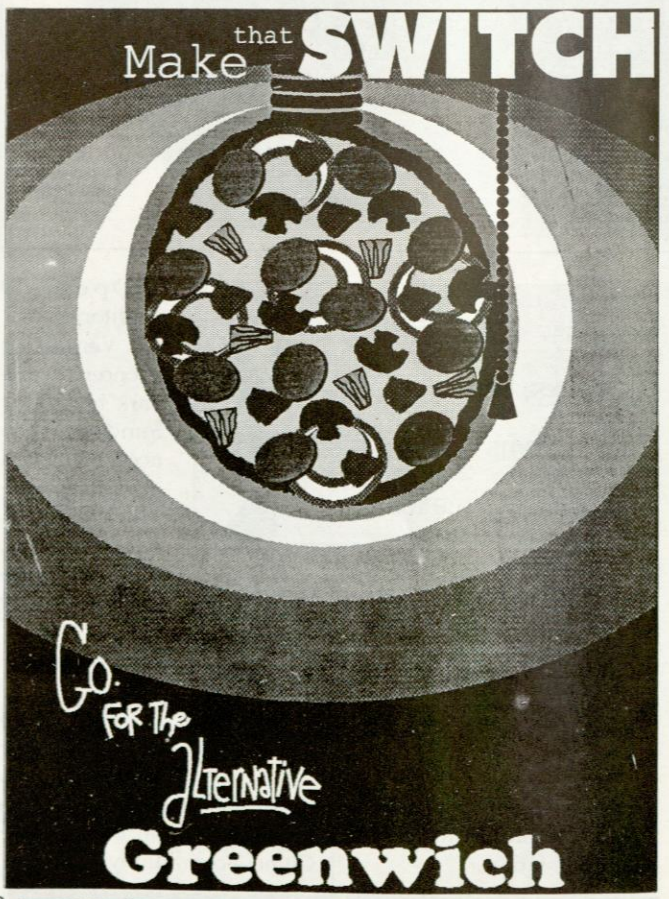
THIS Pilipino immigrant was so keen to pass the board examination for dentists in Canada that he practised on models and mannequins at home to improve his skills.

His perserverance paid off and today Dr. WILLIAM RODRIGUEZ is on record as the first Filipino male dentist to pass the rigid exams in Toronto.

For Rodriguez, or Ging to friends and relatives, passing the government exams for dentists was not an easy thing. This graduate of the University of the East had to juggle his time among a full-time job, raising a family and going back to books he had not seen since graduating from university.

The Canadian system of qualifying for dental practice is particularly tough: Aspirants have to hurdle a four-part inquisition consisting of written exams, and a three-part clinical testing required of foreign graduates like Rodriguez.

But pass it he did. Rodriguez gives a big pat in the back for his accomplishment to the Filipino-Canadian Dental Association, an organization composed mostly of UE graduates who banded together to help each other out there. "The members are a support group which use the very few materials they had and reviewed for the exams," he says. With their help, Rodriguez was able to prepare for the board exams. (*Manila Bulletin* Leah P. Villarante)



Population concerns integrated to agricultural activities

TO ACHIEVE the aimed agricultural and economic development, the Department of Agriculture-Agriculture Training Institute (DA-ATI) realized the need for farmers to give attention to population concerns as well. The 2.3% annual growth in national population could hinder the economic development if left unattended. With this, DA-ATI in collaboration with the Food Agriculture Organization (FAO) and the United Nations Population Fund (UNFPA) launched the program "Integrating Population Concerns Into Agricultural Expansion and the Training Activities of the Department of Agriculture otherwise known as PHI/90/P28.

The project has been implemented in Regions 3, 7, 10 and 11 with the theme "Sana Anak na Dalawa Tama Na." PHI/90/P28 is hoped to contribute not only to agricultural and economic development but also in controlling the population growth especially in the agricultural areas. The project, however, does not concern the use of contraceptives among married couples. AUREA RIVERA, Deputy Project Director said. Its main concern is to make the farmer-couples aware of the advantages of raising a small family. "We usually give them a picture of how families with few and many children live and deciding which one to raise was left to them," Rivera added.



Training modules on Agribusiness Managmeent and Farming Systems Development and Agricultural and Home Extension were designed for this program. Each module had a portion that shows farmers and their family and the population situation in the country.

The trainings were first conducted in the three municipalities of Region 7. A total of 300 individuals from Carmen Dumanjug and Sibonga have attended the trainings. They were members of the existing farmers organizations, Rural Improvement Club (RIC) and 4-H Club in the areas. Those who were at the production age were targetted as the priority participants, Rivera said.

The participants in Region 7 had recently completed the trainings and during the graduation ceremony, the project was turned over to the local government units for institutionalization. The local government officials who had also participated in the trainors' training conducted by ATI expressed their willingness to support and adopt the PHI regular program.

(Agricultural Information Division.)

Compliments

from

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Friend

Conscience bloc to scrutinize irrigation act

SEVEN senators belonging to the minority 'Conscience bloc' have agreed to take immediate and appropriate legislative action on at least 10 bills identified as priority measures by leaders of the Senate and House of Representatives for its next sessions.

They also pledged to block, the Irrigation Crisis Act of 1995 principally introduced by House Speaker JOSE DE VENECIA, as well as to reexamine thoroughly two other measures.

Led by Senate Minority Leader EDGARDO J. ANGARA, the senators are Sens. ERNESTO HERRERA, MARCELO FERNAN, BLAS F. OPLE, FRANKLIN M. DRILON, GLORIA MACAPAGAL ARROYO, FRANCISCO TATAD. They said that, inasmuch as they are for inexpensive, communal irrigation systems, they intend to oppose the proposed Irrigation Crisis Act of 1995 since it "reflects the government's crisis mentality."

"The government should get rid of the crisis syndrome which has only added to our propensity to postpone instituting painful but lasting solutions," Angara said.

to next page

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These solons said they opposed the proposed Irrigation Crisis Act because "it exempts multi-billion peso irrigation projects from public biddings."

"There may be no need for new legislation since irrigation projects are supposed to be already covered by the safety-net funds set aside in the Department of Agriculture budget purportedly to help cushion the impact of the General Agreement on Tariffs and Trade on the agriculture sector," Fernan said.

The seven senators said they will also scrutinize two other measures, particularly the funding source of the measure on the voluntary early retirement for government personnel, and the mechanics of another bill putting on the fast lane the deregulation of the oil industry.

According to Tatad, two of the key concerns in the early retirement scheme are the funding requirement and the need "to strike a happy balance between realizing our goal to trim bureaucratic fat and keeping people who are assets to the civil service."

Also, the minority block senators cautioned the Congress against approving the "half-baked" oil deregulation scheme, saying no deregulation should be implemented without first correcting the existing tax structure.

Drillon called for an extensive study and review of the effects of deregulation, particularly on the inflation rates and prices of basic commodities.

He also casted his doubts on the capability of the government to fund the Oil Price Stabilization Fund during the transition, as well as the ability of the measures to prevent monopolies and characterization in the oil industry.

Among the other priority measure to be passed in the remaining session days are those on the promotion, development of the jewelry industry, expansion of the coverage of crop insurance, dismantling of private armies, amendments to the Foreign Investment Act and the Agri-Agra Law, electoral reforms, incentives for longterm savings, and the Commission on Agricultural Modernization. (Ferdie J. Maglalang – *Manila Bulletin*)

Record live cattle exports

AUSTRALIA's live cattle exports are creating new records to the Australian Meat and Livestock Corporaiton (AMLC).

Figures issued by the AMLC show that last year's record total of 304,650 heads of live cattle exports has already been surpassed in the 10 months to October, with shimpents totalling 414,000 heads.

The initial forecast for the year was 39,000 heads but the outlook now is for sales to reach almost 500,000 heads this year.

Indonesia and the Philippines remain the largest markets -- and they too are creating new records.

"Last year thePhlippines took 127,000 heads of cattle. So far, this year's shipments have reached 168,000 heads," AMLC Divisional Manager of Livestock Marketing, Mr. LLOYD BEEBY said.

"For Indonesia the figures are 128,000 heads last year and 189,000 so far this year."

Mr. Beeby said the figures indicate there was also a significant newcomer to the trade -- Egypt.

"This time last year there was no livestock trade with Egypt. This year to date we have sold to them almost 4,000 heads and there is evidence suggesting that next year this could reach 35,000 heads. ■

LIVING IN THE HIGHEST

by Rev. Butch Conde

Asia's Direction in the Pacific Century

The Rise In Asia

Our world today is the world of *Information Glut.* This is the age of Internet, so much data to process but a sad lack in *Real Learning.*

For example, the United States graduates 70,000 MBA's annually while Japan churns out only 100. However, at the end of 1990, **seven of the largest banks in the world were Japanese** and none were American (*Japan's Winning Margins;* Oxford University Press, 1994 Lorriman & Kenjo; p. 6). By 1995, **six of the ten top industrial companies in the world are Japanese** (*Inside Japan's Power Houses;* Weidenfeld & Nicolson, 1995; K. Rafferty; backcover).

If we are so hardened in our pro-Western bias, Rafferty (editor for the *Financial Times,* Asia coverage) points out, "For all its problems, Japan remains a great economic power...**the great Japanese Industrial companies are stronger than wishful-thinking critics wish**" (p. xiv). Kenichi Ohmae, one of the world's leading management consultants, declares that **one of the most important changes that will take place will be the rise of five Asian countries to be part of the top ten economies in the world by the year 2010** (*Asiaweek;* 8 September 1995, p. 46).

Decay in the Wes.

It has been my privilege to study and periodically visit the countries of Europe, the United States, and Asia. While some see wealth and pleasures in the West, my sad apprehension has been to see the condition of a pretty apple with a rotting core. Dr. Mahathir Mohamad, 14 years prime minister of Malaysia, remarks:

> **Materialism, sensual gratification, and selfishness are rife....the breakdown of established institutions....riddled with single parent families, which foster incest, with homosexuality, with cohabitation, with unrestrained avarice, with disrespect for others and of course, with rejection of religious teachings and values....SURELY...SIGNS Of IMPENDING COLLAPSE** ("East Beats West," *Asiaweek,* 8 September 1995; p. 42).

Shintaro Ishihara, popular Japanese MP with a 25-year political experience, comments **"To most Asians, the United States is a grotesquerie of drive-by shootings and drug overdoses"** (Ibid., p. 43). Lee Kwan Yew of Singapore, Kim Young Sam of Korea, and Jiang Zemin of China would agree.

Joel Kotkin (business trends analyst for Fox TV and international fellow at Pepperdine University School of Business) insightfully perceives:

> **The gradual erosion of the Anglo-American hegemony over the past few decades stems largely from the erosion of many core values that previously drove its ascendance....and European capitalism in general, now suffer....**
>
> **Many of these vital ethical principles... are today most evident among the emerging global tribes from Asia** (*Tribes;* Random House, 1992; pp. 7-8).

Highest Wisdom

During the reign of Queen Victoria (1837 to 1901), the United Kingdom reached the zenith of her glory, becoming the leading country of the world.

> ...*Britannica* points out, " **Victorianism...came to represent a cluster of restraining moral attributes....Victorians aspired to live moral lives in line with their UNDERSTANDING OF THE SCRIPTURES, and their high standards enables them to excel in literature, science, and industry....**(*World History and Cultures;* A Beka Book Publications, 1985; Thompson & Hicks; p. 308).

Referring to the **BIBLE,** Victoria exclaimed, ***"This is the secret of England's greatness"*** (Ibid). **THE WEST NO LONGER SEES.**

Harvard University, founded by the Puritans from England, included in its Rules in 1642, **"Everyone shall so exercise himself in... Scriptures twice a day..."** (*America's God and Country;* Fame Publishing, 1994; W. J. Federer; p. 281). *Over fifty percent of the 17th century Harvard graduates became pastors! Yale, Columbia, Princeton and Dartmouth Universities* were similar stories. **106 of the first 108 schools in the United States were founded on the Christian faith** (Ibid., p. 282). **THE WEST NO LONGER SEES.**

Kotkin, evaluating the resulting rise of the Anglo-Americans, underscores:

> ...(they) **ultimately developed most of what has come to be the basis of modern industrial, scientific...process. Between 1750 and 1950,...the United Kingdom and the United States...accounted for nearly three out of every five major inventions, discoveries and innovations in the world.**
>
> ...**(they) carved out a unique hegemonic role...as no group before them....never before seen in history** (pp. 21-22).

Together with Max Weber (foremost figure in social thought of the twentieth century) and R. H. Tawney (renowned economic historian), he notes, "...**this Bristish ascendancy was propelled largely by the powerful moral and cultural influence of Calvinism**" (Ibid., p. 7). Calvinism was the dominant stream of the **Back to the Bible** movement during the Reformation era. History refers to John Calvin as: "*...the most influential man in the world in the sense that his ideas made more history than did those of anyone else alive in his day and for at least a hundred years after. The epoch....was in truth the* ***age of Calvin***" (*Great Leaders of the Christian Church;* Moody Press, 1988; J.D. Woodbrige; p. 208). God met with those who walked in the way of His Holy Word.

> ***God ... is able to do IMMEASURABLY MORE than all we ask or imagine, according to His power that is at work within us...***
>
> Ephesians 3:20

The great tragedy in all these is that the Philippines has been left behind in Asia. We, who were at the top in Asia after the war, are now considered the basket case--domestic helpers, prostitutes and illegal aliens in other countries. **Why???** ***Materialism holds sway. Integrity is rare. Corruption runs rampant. Immorality is widespread. Discipline is a wreck. Selfism reigns. AMONG ASIANS, WE HAVE ADOPTED THE MOST ELEMENTS OF WESTERN DECADENCE, MASQUERADING AS MODERN THOUGHT.*** Proverbs 14:12 instructs, ***"There is a way that seems right to a man, but in the end it leads to death."*** Will we go the way of Asia or the West? Will we go the way of *HIGHEST WISDOM* or our own? **Perhaps, a new chapter can be inaugurated in the disappointing history of the Philippines.**

Let's heed the Word:

> **Since they...did not choose to fear the Lord,... they will eat the fruit of their ways and be filled with the fruit of their schemes.... But whoever listens to Me will live in safety and be at ease, without fear of harm.**
>
> *Proverbs 1:24-33*

BIBLE READING: ***Psalm 119: 96-100; Psalm 19:*** **7**

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