QUEZON CITY PUBLIC LIBRARY

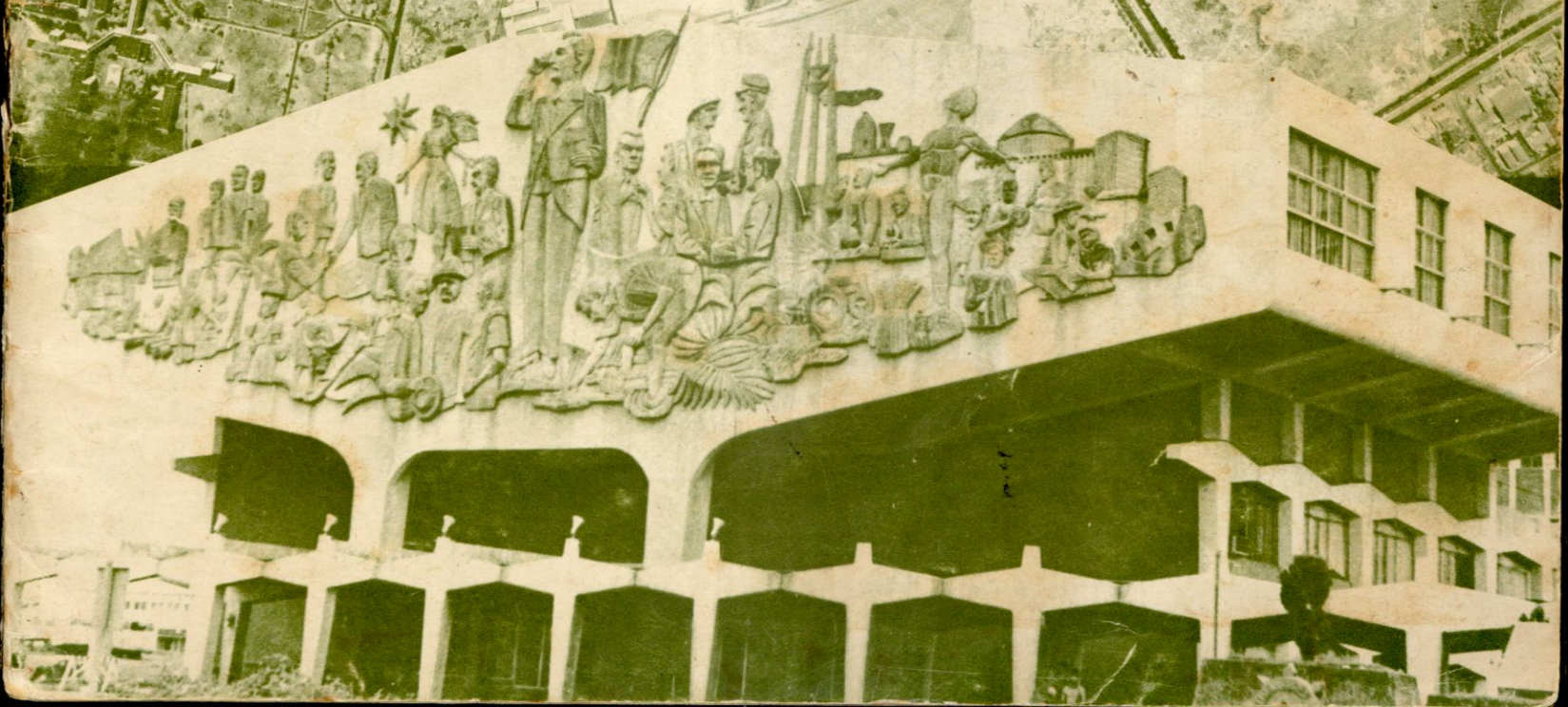
1973

QUEZON CITY

34th Foundation Anniversary Souvenir Program

October 12, 1973

OCTOBER



Congratulations and best wishes

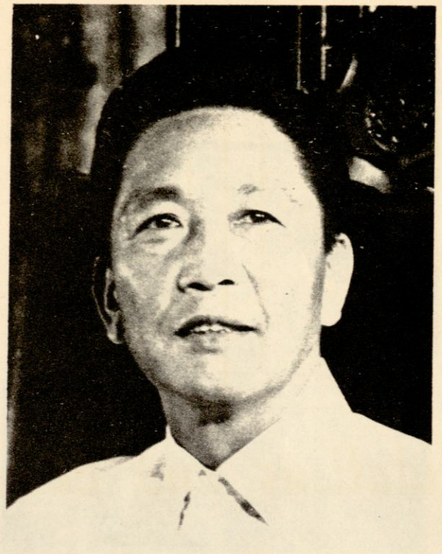
on the

34th Foundation Anniversary

of Quezon City!

From

A Friend



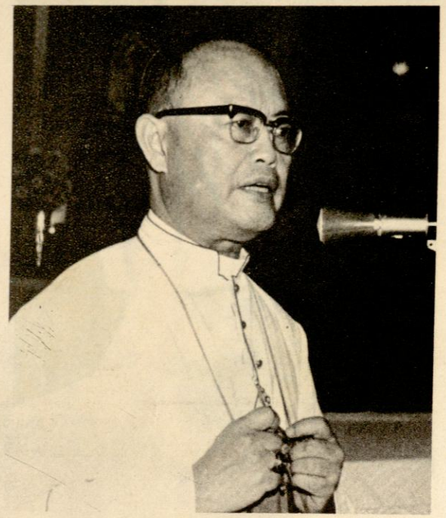
MESSAGE

Quezon City, founded to honor the memory of the first President of the Philippine Commonwealth, Manuel L. Quezon, has many reasons to be jubilant today as it sets aside the cares of the hour to commemorate its coming into existence 34 years ago.

From small beginnings, the premier city of the Philippines has burgeoned into a throbbing metropolis with a present population of nearly a million. This indicates that its selection as the capital of the Philippines has been amply justified in terms alone of how many Filipinos have decided to establish residence in it, as well as the number of original residents who have decided to stay. Citizens with such like-minded sentiment as regards their home city make an ideal base for urban development. It is easier to get their cooperation and to rally them to common goal. This must make Quezon City the envy of urban development experts elsewhere.

To all the citizens and officials of Quezon City go my heartiest felicitations and best wishes.

President of the Philippines



MESSAGE

It is very gratifying to acknowledge the petition of the Quezon City civil authorities to declare the BLESSED VIRGIN OF THE HOLY ROSARY OF LA NAVAL, as enshrined at the Santo Domingo Church, of the same city, as the SPECIAL PATRONESS of Quezon City.

Since the redeemed man was given by the Redeemer Himself, during His agony on the Cross, His own Mother to be the former's mother and protectress, in order that his sojourn on earth may be duly rewarded in the eternal life, it is surely right and fitting to render to our Heavenly Mother and Queen all the love and service She surely deserves from all of us.

Glory to God in the highest!

Praised and loved by our Queen of the Holy Rosary!

Blessed the people of Quezon City who will deserve the title of Mary's favorite children!

ARTEMIO G. CASAS
Vic. Cap. of Manila



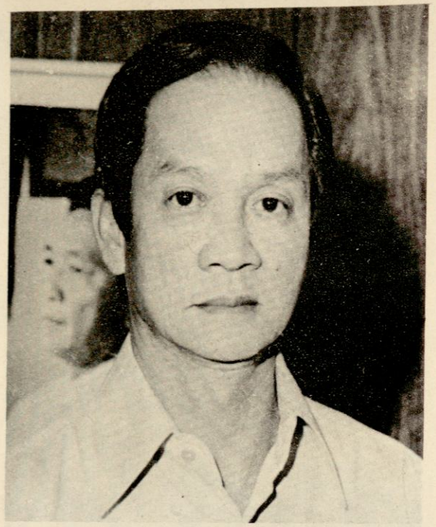
MESSAGE

I have the pleasure to congratulate the people of Quezon City on the 34th anniversary of the foundation of this important and growing city.

That you have decided to adopt the Virgin of the Holy Rosary as your Patroness proves that your faith in things spiritual is genuine and strong. The devotion to the Holy Rosary is an old tradition in the Church, dating back to the time of St. Dominic. Through many centuries Christians have found in this devotion a way of contact with God through the intercession of the Blessed Virgin Mary. It has been found in recent times that the rosary is a help in preserving family unity. One of the most beautiful practices of the Filipino home has been the daily recitation of the rosary by the entire family.

May this occasion promote greater devotion to the Virgin Mary and thus ensure progress in the spiritual tone of Quezon City.

+ Bruno Torpigliani
BRUNO TORPIGLIANI
Apostolic Nuncio



MESSAGE

On this 34th Foundation Day of Quezon City, may I take this opportunity to greet its officialdom and residents.

For more than three decades your city, as the Capital City of the country, has lived up to the ideals of its founder — Commonwealth President Manuel L. Quezon — as shown by the strides of progress and prosperity. We have seen with admiration the tremendous economic, educational and social development that has made Quezon City worthy of its capital status.

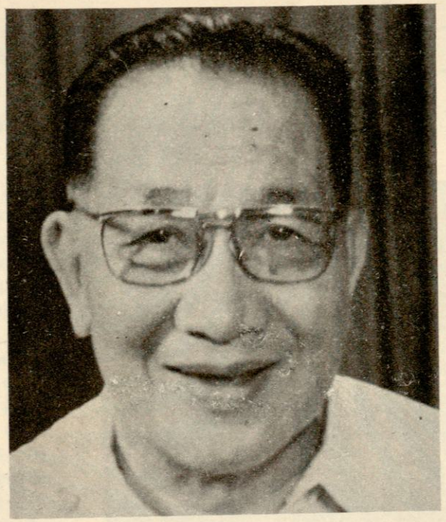
As your fellow worker in local governments, I would like to sound a word of caution: let us not rest on our past and present achievements. Neither should we bask in the glory of being a capital city.

Indeed, we should make this occasion more auspicious and in keeping with your anniversary by looking beyond and working more zealously in the task at hand. This way, we can help maximize public service for the sake of those whom we have sworn to serve.

You and I have seen the tremendous gains achieved in the New Society. The DLGCD, for one, has always been receptive to suggestions and proposals that would enhance the viability of your local administration. Quezon City is a partner, as well as beneficiary of the reforms that have been instituted for the benefit of the greater number of our people.

This has been and always will be our pledge to our people and to their local governments. May this Foundation Day strengthen our commitment for a better tomorrow.

JOSE A. ROÑO
DLGCD Secretary



MESSAGE

October 12, 1973, the 34th Foundation Anniversary of Quezon City has been rendered doubly significant with the adoption of the Virgin of the Most Holy Rosary of "La Naval" enshrined at the Sto. Domingo Church in the heart of this Capital City as its Holy Patroness in a Resolution adopted by the Quezon City Council on August 21, 1973. It is an auspicious and happy event in the history of Quezon City which I consider a great blessing and a most wonderful anniversary gift from the Blessed Virgin Mary to us.

With a strong faith we must seek recourse to Our Lady of the Holy Rosary for guidance and wisdom to achieve a peaceful, progressive and prosperous Quezon City. Every Quezon City official and employee, every citizen of this City has a commitment to fulfill in the task of city-building. We must contribute our best know-how, talents and resources in transforming Quezon City into a city of beauty and progress.

We have a commitment to our City and to our Holy Patroness. Together let us continue with renewed vigor, with sincerity of purpose and dedication in achieving our hopes and aspirations for our fair City.

Warmest greetings to the people of Quezon City to whom I appeal for vigilance and continued cooperation and abiding interest in the great task that lie before us.

N. S. AMORANTO
City Mayor



MESSAGE

It gives me great pleasure to greet the residents of our city on the occasion of its 34th Foundation Day.

Our city, I would like to point out, has gained irreversible momentum towards becoming the Capital City of our country — which was the cherished dream of its illustrious founder, the late President Manuel L. Quezon. All around us we see the evidences of this growth — the bustling business complexes the mushrooming of industrial plants and the development of raw land into residential subdivisions.

Yet, the development of this place into the city we desire can never come about unless all of us — city officials and residents alike — contribute what we can in terms of civic spirit and a readiness to help make our individual neighborhoods a better, safer and more beautiful place to live in.

It is only in this manner that we can transform Quezon City into the real capital of our beloved country.

CARLOS L. ALBERT
Vice-Mayor

PATRONESS OF QUEZON CITY

by Veronica Agbayani Ramos

After 34 years of existence, the Capital City of the country has finally adopted a patroness — Our Lady, Queen of the Most Holy Rosary of the "La Naval." This was done officially in Resolution No. 9645, S-73 of the City Council, enacted on August 21, 1973.

The Council could not have chosen a more proper patroness for the City. The ivory image of Our Lady of the Holy Rosary of the "La Naval," a gift of Governor General Luis Perez Dasmariñas in 1595, is enshrined in the National Shrine of the Rosary in a church in Quezon City — the Sto. Domingo church. The traditional yearly devotion to Our Lady of the Holy Rosary, called the "Feast of La Naval," consisting of a novena and a procession, occurs from October 6 to October 15. Quezon City's Foundation Anniversary falls in-between on October 12.

This year's celebration of the 34th Foundation Anniversary of Quezon City will, therefore, be featured by a concelebrated Mass at 7:00 A.M. at the City Hall Quadrangle to where the image of Our Lady of the Most Holy Rosary will be brought from the Sto. Domingo church. The mass will be concelebrated by the Papal Nuncio to the Philippines, His Excellency, Most Reverend Mons. Bruno Torpigliani, as the principal concelebrant, to be assisted by other high church dignitaries of the Monsigniorii. After the mass there will be a motorcade with the image of Our Lady of the Most Holy Rosary which will pass through the four councilor districts before it is brought back to the Sto Domingo church.



What is the significance of the maritime term, "La Naval", appended to the name given to the image of Our Lady of the Most Holy Rosary enshrined at the Sto. Domingo church?

It was veneration of the Blessed Virgin through the Image that our Lady bestowed innumerable favors to the Philippines and its people during the 17th century. Foremost of these favors was the miraculous assistance and protection that Our Lady gave the Filipino-Spanish forces in naval encounters with pirates, marauders, and the Dutch and English invaders. These sea battles, particularly those against the invaders, were canonically examined and then officially declared by the Ecclesiastical Authority to be "extraordinary and miraculous" in nature.

There was good reason for this ecclesiastical declaration that these naval battles were not a triumph of arms but of faith in the power of the Blessed Virgin. The Filipino-Spanish naval forces were very inferior in number and quality to the enemies who were well-equipped and in vast numbers. But though battered, famished, out-numbered, and munition-short, and in danger of sinking in their rotten, wooden, and antiquated frigates, the Filipino-Spanish sailors sailed in pursuit of the invaders who fled for no apparent reason at all, after the pursuers had devoutly recited the rosary and made their petition for help to the Blessed Virgin of the Most Holy Rosary.

The annual celebration of the "feast of La Naval" is in fulfillment of a vow made by the City of Manila and of the entire Philippines as an act of thanksgiving for the miraculous naval victories.

The ivory image of Our Lady of the Most Holy Rosary of "La Naval" enshrined at the Sto. Domingo church has many a legend about her. It is said that the Chinese artisan who had been commissioned by Governor Dasmariñas to carve the image was converted to Christianity because, while working on the stat-

(Please turn to page 34)

QUEZON CITY COUNCILORS

FIRST DISTRICT



Hon. Ronald S. Kookooritchkin
(Ronald Remy)



Hon. Precioso R. Perlas



Hon. Stephen N. Sarino



Hon. Danilo B. Roces

SECOND DISTRICT



Hon. Andres V. Genito, Jr.



Hon. Melencio M. Castelo

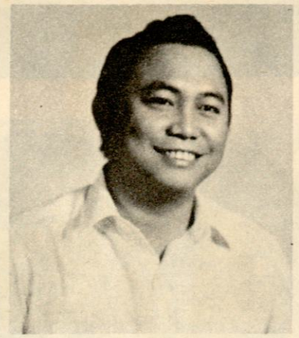


Hon. Eulalio L. de la Cruz



Hon. Emeterio M. Gonzales

THIRD DISTRICT



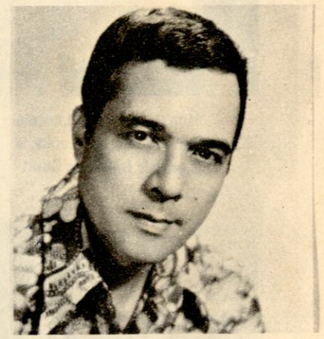
Hon. Jose J. Paculdo



Hon. Estanislao G. Alinea, Jr.



Hon. Eduardo T. Paredes

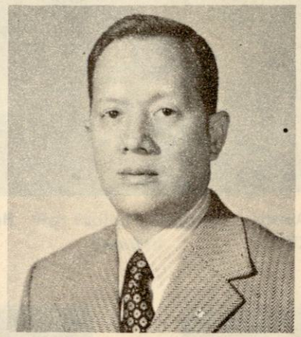


Hon. Mario Montenegro

FOURTH DISTRICT



Hon. Alfredo A. Francisco
(Fred Montilla)



Hon. Jesus P. Perlas, Jr.



Hon. Honorio M. David

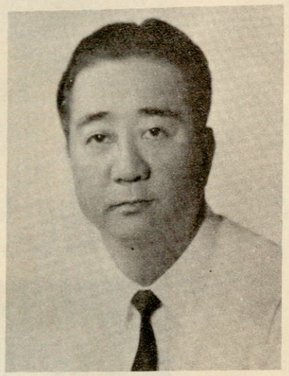


Hon. Jose Vera Perez

JUDGES, COURT OF FIRST INSTANCE



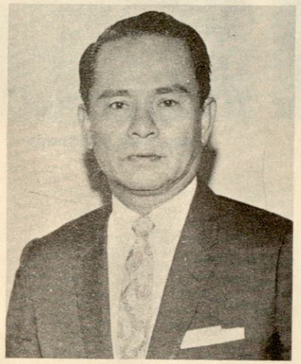
Hon. Leonor Ines-Luciano
Presiding Judge, Juvenile &
Domestic Relations Court



Hon. Jose C. Campos
Branch IV



Hon. Pacifico de Castro
Branch V



Hon. Ulpiano Sarmiento
Branch IX



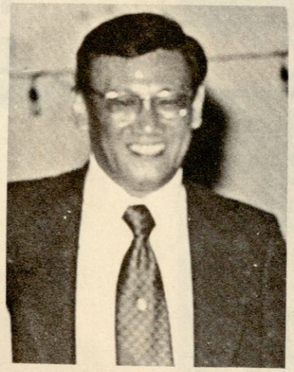
Hon. Sergio Apostol
Branch XVI



Hon. Julian Lustre
Branch XVII



Hon. Vicente G. Ericta
Branch XVIII

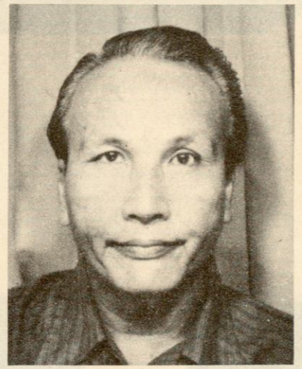


Hon. Enrique A. Agana
Branch XXVIII



Hon. Augusto L. Valencia
Branch XXXI

JUDGES, CITY COURTS



Hon. Leonardo M. Rivera
Branch I



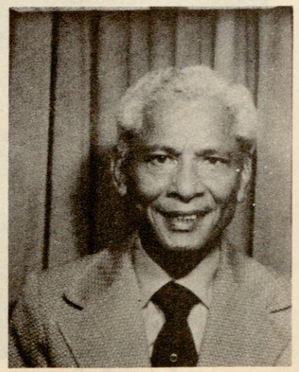
Hon. Reynato S. Puno
Branch II



Hon. Pacifico L. Punzalan
Branch III



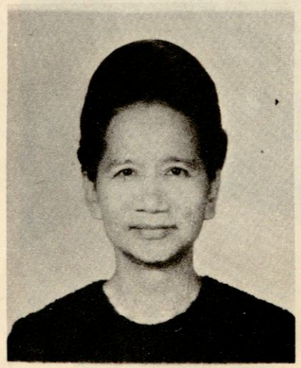
Hon. Concepcion B. Buencamino
Branch IV



Hon. Justiniano Estrella
Branch V



Hon. Oscar Inocentes
Branch VI

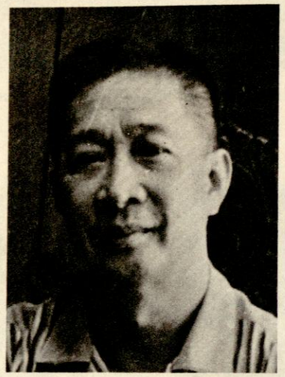


Hon. Perpetua Coloma
Branch VII

QUEZON CITY DEPARTMENT HEADS



Engr. Pantaleon P. Tabora
City Engineer



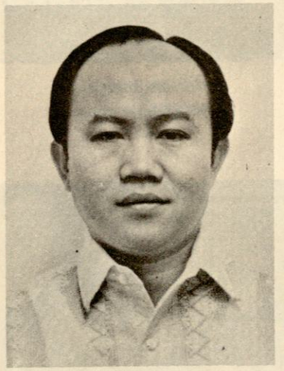
Mr. Jesus I. Calleja
City Treasurer



Fiscal Justiniano Cortez
City Fiscal



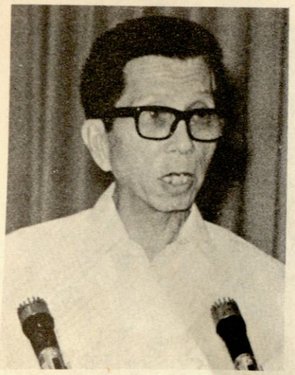
Mr. Salvador G. Narcelles
Chief, Fire Department



Atty. Arturo V. Uy
City Auditor



Mrs. Conmemoracion M. Concepcion
City Superintendent of Schools



Dr. Homero Angelo
City Health Officer



Col. Tomas B. Kariñgal
Chief of Police



Mr. Leonardo M. Cuyong
City Assessor



Mr. Felipe L. Ting
City Secretary

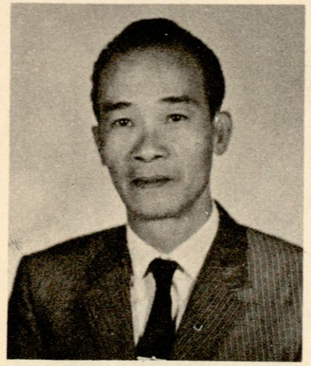


Mr. Anacleto S. Madrilejo
Secretary to the Mayor

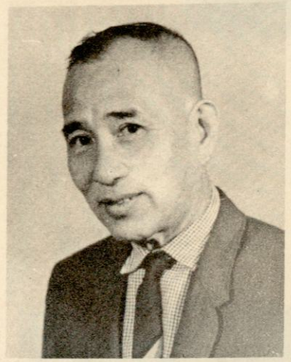


Dr. Fe Villanueva-Fernandez
Director, Quezon City General Hospital

ASSISTANT DEPARTMENT HEADS AND RANKING CITY FUNCTIONARIES



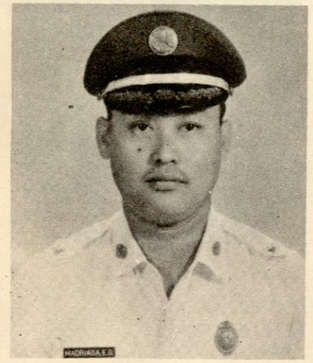
Mr. Silverio SJ Cruz
Assistant City Treasurer



Mr. Jose Gonzales
Assistant City Assessor



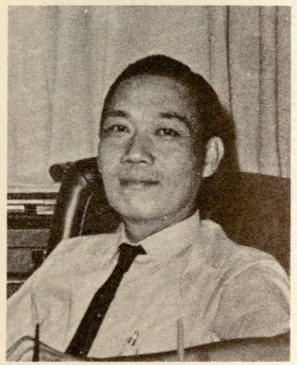
Dr. Atanacia Dorado
Asst. City Superintendent
for Elementary Education



Mr. Ernesto Madriaga
Deputy Chief, Fire Dept.



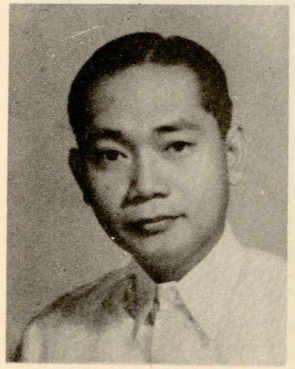
Atty. Emerenciano C. Perez
Assit. City Auditor



Atty. Benigno C. Nagrampa
Asst. City Secretary



Mrs. Veronica A. Ramos
Asst. Secretary to the Mayor



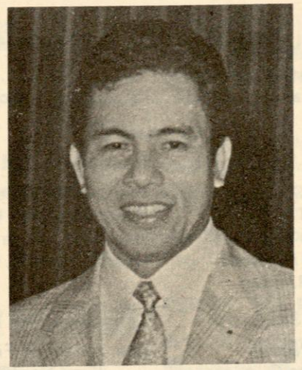
Fiscal Arsenio Santos
Actg. 1st Asst. City Fiscal



Col. Teofilo de Guzman
Actg. Deputy Chief of Police



Engr. Rogelio Amoranto
Actg. Asst. City Engineer



Arch. Luciano V. Aquino
City Architect



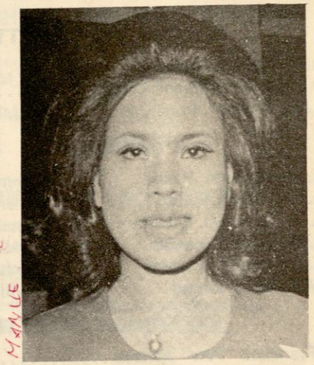
Mr. Florentino A. Lapus
Executive-Legislative
Liaison Officer



Atty. Felicidad A. Peralta
Supt. of City Libraries



Mrs. Estrella Gerardo
Budget Analyst



Mrs. Rebecca Amoranto de Liaño
Private Secretary to the Mayor

JOJO NEPOMUCENO
confidential Employee



Mrs. Lourdes Vergara
Chief, Social Welfare Services



Miss Rizalina Molina
Social Secretary
Office of the Mayor



Francisco B. Alvarez
Acting Cultural Affairs Officer

34th Q.C. FOUNDATION ANNIVERSARY

OCTOBER 12, 1973

OVER-ALL FOUNDATION DAY COMMITTEE

Mayor Norberto S. Amoranto ..... Chairman
Vice-Mayor Carlos L. Albert ..... Vice-Chairman

Members

Councilors, 1st District

Hon. Ronald S. Kookooritchkin (Ronald Remy)
Hon. Precioso R. Perlas
Hon. Stephen N. Sarino
Hon. Danilo B. Roces

Councilors, 2nd District

Hon. Andres V. Genito, Jr.
Hon. Melencio M. Castelo
Hon. Eulalio L. de la Cruz
Hon. Emeterio M. Gonzales

Councilors, 3rd District

Hon. Jose J. Paculdo
Hon. Estanislao G. Alinea, Jr.
Hon. Eduardo T. Paredes
Hon. Mario Montenegro

Councilors, 4th District

Hon. Alfredo A. Francisco (Fred Montilla)
Hon. Jesus P. Perlas, Jr.
Hon. Honorio M. David
Hon. Jose Vera Perez

EXECUTIVE COMMITTEE

Hon. Precioso R. Perlas ..... Chairman
City Fiscal Justiniano P. Cortez ..... Co-chairman
Mr. Jose Amor R. Roxas, Jr. ..... Executive Secretary

Members

Hon. Leonardo M. Rivera
Hon. Reynato S. Puno
Hon. Justiniano C. Estrella
Hon. Oscar A. Inocentes
Hon. Perpetua D. Coloma
Mr. Alfredo L. Lingad
Mrs. Conmemoracion M. Concepcion
Dr. Homero C. Angelo
Mr. Leonardo M. Cuyong
Mr. Salvador G. Narcelles
Mr. Anacleto S. Madrilejo
Dr. Fe Villanueva-Fernandez

STEERING COMMITTEE

Mr. Francisco "Pate" Alvarez ..... Chairman
Fiscal Lea T. Castelo ..... Co-Chairmen
Mr. Jose Amor R. Roxas, Jr.

Members

Atty. Helen B. Ricafort
Mrs. Lourdes B. Vergara
Mrs. Edna Fortuna
Mr. Dominador Ocrisma

FINANCE COMMITTEE

Atty. Gualbert Picache (La Naval Committee) ..... Chairman
City Treasurer Jesus I. Calleja ..... Co-Chairmen
City Auditor Arturo V. Uy

Members

Mr. Silverio S.J. Cruz
Mrs. Lourdes Rances

COMMITTEE ON PROGRAM

Mr. Francisco "Pate" Alvarez ..... Chairman
Mrs. Veronica A. Ramos ..... Co-Chairmen
Arch. Luciano V. Aquino

Members

Mrs. Alma R. Banaag
Mr. Emmanuel Solis, Jr.

COMMITTEE ON RELIGIOUS CEREMONY

Hon. Pacifico L. Punzalan ..... Chairman
Hon. Concepcion B. Buencamino ..... Co-Chairmen
Atty. Felicidad A. Peralta

Members

Mrs. Julia Velasquez
Mrs. Zeny Licuanan
Mrs. Cleofe Monsod
Mrs. Corazon Fajardo

COMMITTEE ON PHYSICAL ARRANGEMENTS

Engr. Pantaleon P. Tabora ..... Chairman
Engr. Crisanto G. Espino ..... Co-Chairmen
Arch. Luciano V. Aquino

Members

Engr. Rogelio B. Amoranto
Arch. Louie Montes
Engr. Amado Q. Labrador

COMMITTEE ON PROTOCOL AND RECEPTION

Hon. Leonor Ines-Luciano ..... Chairman
Rev. Fr. Augusto Antonio, O.P. ..... Co-Chairmen
City Fiscal Justiniano P. Cortez
City Auditor Arturo V. Uy

Members

Mrs. Estrella P. Gerardo
Atty. Linda Sebastian-Lohla
Atty. Helen Ricafort
Mrs. Mylah de Leon
Mrs. Rebecca Amoranto de Liaño
Mrs. Adoracion L. Reyes
Dr. Marina Bringas
Mrs. Carmelita Herber
Mrs. Niza Vergel de Dios

COMMITTEE ON INVITATION

Mrs. Veronica A. Ramos ..... Chairman

Members

Mrs. Estrella P. Gerardo
Atty. Antonio B. Sahagun
Mr. Alfredo M. Fronda
Mrs. Lydia Gaerlan-Tan
Mr. Joselito Atentar

COMMITTEES ON AWARDS

I. Achievement Awards

Lions Gov. Ernesto Y. Perlas ..... Chairman
Mr. Celso Al. Carunungan ..... Co-Chairman

MEMBERS

Fiscal Lea T. Castelo
Mrs. Rose S. Peñera
Mrs. Veronica A. Ramos
Mr. Francisco "Pate" Alvarez
Mr. Alfredo L. Lingad

II. Leadership Awards

Mr. Celso Al. Carunungan ..... Chairman
Lions Gov. Ernesto Y. Perlas ..... Co-Chairman

Members

Fiscal Lea T. Castelo
Mrs. Rose S. Peñera
Mrs. Veronica A. Ramos
Mr. Francisco "Pate" Alvarez
Mr. Alfredo L. Lingad

III. Model Employee Incentive Award Committee

Fiscal Lea T. Castelo ..... Chairman
Mr. Alfredo L. Lingad ..... Co-Chairman

Members

Mrs. Rose S. Peñera
Prof. Virgilio Ferrer
Atty. Ponciano Mortera
Mr. Ben O. Flores

BOARD OF JUDGES

Mr. Jose Luna Castro ..... Chairman

Members

Gen. Cicero Campos
Director Eduardo Soliman
Dr. Vicente de Lara

IV. Loyalty Service Awards

Mr. Constantino F. Agbayani ..... Chairman
Mrs. Baby Escueta-Luat ..... Chairman
Col. Sergio Sanchez ..... Co-Chairman
Atty. Caridad Velasquez ..... Co-Chairman

Members

Mr. Miguel Picache
Mr. Enrique Montaner
Mrs. Estelita Madlansacay
Mrs. City Javier

CANDLE LIGHT CEREMONY COMMITTEE

Fiscal Lea T. Castelo ..... Chairman
Mrs. Rose S. Peñera ..... Co-Chairman

Members

Mrs. Lily Fe V. Agunod
Mrs. Marcosa Ganiban
Mrs. Aurora Nagrampa
Mrs. Lerma P. Layson

TASK FORCE (of Candle-Light Ceremony Committee)

Mrs. Celia Quilapio
Mrs. Theresa del Rosario
Miss Diana Esguerra
Miss Rose Matos

COMMITTEE ON PUBLICITY ("La Naval" and Awards)

Mrs. Lourdes Rances ..... Chairman
Mr. Jose Burgos ..... Co-Chairman

Members

Mr. Tony Antonio
Mr. Charlie Gricalda
Mr. Fel C. Solis

COMMITTEE ON LIGHTING AND SOUND SYSTEM

Mr. Felipe L. Ting ..... Chairman
Atty. Benigno C. Nagrampa ..... Co-Chairman

Members

Atty. Antonio B. Sahagun
Mr. Roberto Arenas

COMMITTEE ON PEACE AND ORDER

Col. Tomas B. Karingal ..... Chairman

Members

Lt. Col. Teofilo M. de Guzman
Lt. Col. Victor de los Reyes
Maj. Elpidio SJ. Clemente
Maj. Feliciano Leones

HOSPITALITY COMMITTEE

Mr. Florentino "Ka Tino" Lapus ..... Chairman

Members

Mrs. Remedios Osmeña
Mrs. Felina Aguiluz
Miss Paz Ortega
Miss Josephine Macabagdal
Miss Aida Guerrero

LEADERSHIP AWARDS

(To Former Mayors of Quezon City)

Hon. Tomas B. Morato (posthumous)
Hon. Ponciano A. Bernardo (posthumous)
Hon. Nicanor A. Roxas (posthumous)
Hon. Ignacio Santos Diaz

Q. C. 34th FOUNDATION ANNIVERSARY

CALENDAR OF ACTIVITIES

OCTOBER 5, FRIDAY

9:00 a.m. Movie Parade ushering in the 4th Q.C. Film Festival

OCTOBER 6, SATURDAY

5:30 p.m. First day of Novena ushering in the Feast of La Naval

OCTOBER 7, SUNDAY

5:30 p.m. Second Day of Novena to be led by Hon. Precioso R. Perlas and other Councilors of the First District with all Barrio and Barangay Officials of the district and Religious and Civic Groups participating and to be preceded by a Rosary to be led by Mrs. Jean Kookooritchkin.

OCTOBER 8, MONDAY

5:30 p.m. Third Day of Novena to be led by Hon. Andres V. Genito, Jr. and other Councilors of the Second District with all Barrio and Barangay Officials of the district and Religious and Civic Groups participating and to be preceded by a Rosary to be led by Mrs. Ludivina L. Genito.

OCTOBER 9, TUESDAY

5:30 p.m. Fourth Day of Novena to be led by Hon. Mario Montenegro and other Councilors of the Third District with all Barrio and Barangay Officials of the District and Religious and Civic Groups participating and to be preceded by a Rosary to be led by Mrs. Leonora N. Paredes.

OCTOBER 10, WEDNESDAY

9:00 a.m. Opening of the Bazaar – Pictorial sponsored by the Quezon City Community Welfare Council.

5:30 p.m. Fifth Day of Novena to be led by Hon. Jesus P. Perlas, Jr. and other Councilors of the Fourth District with all Barrio and Barangay Officials of the district and Religious and Civic Groups participating and to be preceded by a Rosary to be led by Mrs. Dolores David.

OCTOBER 11, THURSDAY

5:30 p.m. Sixth Day of Novena to be led by Mayor Norberto S. Amoranto, Vice-Mayor Carlos L. Albert with Department Heads and all Cily employees participating and to be preceded by a Rosary to be led by Mrs. Wilma A. Sarino.

OCTOBER 12, FRIDAY

6:00 a.m. Fetching of the Image of Our Lady of the La Naval, Queen of the Most Holy Rosary from Sto. Domingo Church to the Quezon City quadrangle.

7:00 a.m. Official Adoption of Our Lady of the La Naval, Queen of the Most Holy Rosary as Patroness of Quezon City.
Reading by the City Mayor of the Petition-Resolution
Signing of the Petition and Presentation to His Excellency Most Rev Msgr. Artemio G. Casas
Reply of His Excellency Most Rev. Msgr. Artemio G. Casas

7:30 a.m. Concelebrated Mass in Honor of Our Lady of the La Naval, Queen of the Most Holy Rosary;
Papal Nuncio – Principal Concelebrant
* Monsigniorii – Concelebrants
* Msgr. Artemio G. Casas – Homily
* Knights of Columbus – Altar Service
* Tiples & Sto. Domingo Choir – Choir

9:00 a.m. Motorized Procession
* Start at City Hall
* Around Elliptical Circle
* Right – North Avenue
* Right – Del Monte Avenue
* Left – Mayon St.
* Left – E. Rodriguez, Sr. Blvd.
* Left – Tomas Morato Avenue
* Right – Kamuning
* Straight ahead – Kamias Road
* Right – Anonas Street
* Right – Aurora Blvd.
* Right – E. delos Santos Avenue
* Left Quezon Blvd. Extension
* Terminate – Sto. Domingo Church

4:00 p.m. Recognition and Awards Night
* Salute to the Colors (The Philippine National Anthem)
* Quezon City of Yesterday
* Quezon City of Today
* Induction of Officers and Members of the Local Executive Board, Q.C., Mabuhay Ang Pilipino Movement
* Candle-Light Ceremony
* Presentation of Awards
* Introduction of Guest Speaker – Mayor N. S. Amoranto
* Address of the Guest Speaker Hon. Jose A. Roño

OCTOBER 13, SATURDAY

5:30 p.m. Public Novena

OCTOBER 14, SUNDAY

5:00 p.m. Procession

OCTOBER 15, MONDAY

Awards Night – 4th Quezon City Film Festival

ACHIEVEMENT AWARDS

1. COMMUNITY INVOLVEMENT

Sister Donald Decaesstecker, ICM – Founder and Director of the Quezon City Community Development Center; Professor of Sociology, Graduate School, Ateneo de Manila; Consultant to civic, professional and religious organizations; member, American Sociological Society, Philippine Sociological Society, and Philippine Association of Social Workers. Bachelor of Science in Education; Bachelor of Arts in Psychology; Master of Arts in Sociology, Ph. D. in Social Sciencies. Sister Decaesstecker is a native of Kortemark, Belgium.

Sister Emelina Villegas, ICM – Co-founder and Executive Director of the Quezon City Community Development Center. Bachelor of Science in Social Work; Master of Science in Social Work; Member, Board of Examiners for Social Workers, Philippine Association of Board Examiners, Association of Red Feather Agency Executives.

2. EDUCATION

Dr. Antonio Isidro – Ph. D. (in Education), University of Chicago; First President and Founder, Mindanao State University; Vice-President for Academic Affairs and Dean, Graduate Schools, University of the East; Educational Consultant or Technical Adviser to various government offices and agencies; has made extensive observation of education in foreign countries and attended international conferences; prepared and/or administered projects for external assistance to schools and universities; member in some 17 learned societies and professional organizations here and abroad; author of books on Philippine education and supplementary readers in the elementary grades: recipient of various honors and awards including "Most Outstanding Educator in the Philippines, 1940."

3. MEDICINE

Dr. Jesus V. Tamesis, M.D. – As the foremost ophthalmologist of the country, he performed the first successful corneal transplantation in the Philippines leading to the establishment of the Philippine Eye Bank for Sight Restoration; Chairman-Founder of MARIA (Medical Aid to Rural Isolated Areas) Project; wrote Philippine Magna Carta of Health; wrote Philippine Medical Care Plan leading to the adoption of R.A. No. 6111; had been president of both Philippine Medical Association and World Medical Association; introduced concept of Integrated, Coordinated Control of Snail Fever leading to the creation of National Schistosoma Control Commission; President, Third World Conference in Medicine; introduced Specialty Medical Missions; introduced surgical approach to treatment of Retinitis Pigmentosa; author of various scientific papers; recipient of various honors and awards, including Presidential Medal of Honor in Science, Distinguished Service Award, First Prize in Clinical Research (1960), Medal of Honor for Distinguished Contribution to Ophthalmology.

4. BUSINESS AND ECONOMIC DEVELOPMENT

Mr. Domingo Arcega – Proprietor and General Manager of Arcega's Department Store; 1958 Awardee "For Outstanding Contribution to Business and Industry" from the Business Writers Association of the Philippines; twice past president of the Chamber of Commerce of the Philippines, Quezon City Chamber of Commerce and Industry, and Chamber of Pawnbrokers of the Philippines; past president of Department Store and Importers Association, Associated Travel Center, UST Alumni Association, Dale Carnegie Club; past vice president and secretary, Manila Lions Club; member, Board of Trustees of Philippine College of Commerce and Board of Tourist and Travel Industry.

5. CULTURE

Dr. Teodoro A. Agoncillo – One of the country's most distinguished historians. He is, likewise, an eminent writer in Tagalog. His books, *The Revolt of the Masses* (winner of the Republic prize in 1948) and *Malolos, the Crisis of the Republic* (winner of the Cultural Heritage Award) are among the finest history books written by a Filipino. He has occupied many notable positions; professor at U.P., member of Philippine Historical Committee and the National Historical Commission, one of the heads of the Institute of National Language, and others. His book, *A Short History of the Philippines*, published by Mentor Books in the U.S., is the first Filipino history book that has won worldwide acclaim. Dr. Agoncillo's works emphasize the fact that Quezon City is the cradle of Philippine freedom.

6. MUSIC

Dir. Felipe Padilla De Leon – One of country's leading composers and until recently, director of the Cultural Affairs of the City of Manila. De Leon feels strongly that music is an effective medium for instilling nationalism among the young. "Our children get bombarded with all sorts of Western Music through the radio, television, record players and the movies. Surely, we cannot stand by idly and allow our music to be forgotten and abandoned, its beauty laid to waste by an unknowing generation whose only fault is that it was not given a chance to cultivate a love for it." His concerts, his compositions and his efforts are directed towards this mission of instilling in the youth greater love of country through constant exposure and orientation to Philippine music and in fostering the preservation of our cultural heritage in the field of art. His musical compositions laden with thought-patterns and aspirations of the race seeks to unify the country and awaken a feeling of patriotism.

7. SPORTS

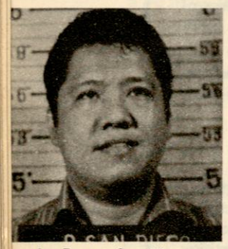
Mr. Eugene Torre – A chess wizard, he has, at the age of 21, won the following awards in various tournaments, here and abroad: 1) National Junior Champion; 2) World Junior Champion, (Group B), 1969; 3) National Open Champion, 1970; 4) Metropolitan Open Champion, 1970; 5) Philippine Chess Champion, 1971; 6) Asian Chess Champion, 1972. Member of the Philippine team to the Olympiad.

INCENTIVE AWARDS

QC GOVERNMENT 1973 MODEL EMPLOYEE

The 13 Nominees whose pictures appear below are the outstanding employees chosen by their respective Departments or Offices to vie for the coveted title: "1973 Model Employee." Who among them will be IT? The announcement of the winners will highlight today's program marking the 34th QC Foundation Anniversary.

The Search for the 1973 Model Employee of the Year has been sponsored by the *Quezon City Gazette*, published by Mayor N.S. Amoranto and edited by Fiscal Lea T. Castelo. Co-sponsors are the Diliman Lions Club, headed by Professor Virgilio Ferrer; Filipino Chamber of Small Business and Industries, headed by Mr. Alfredo Lingad; Integrated Bar of the Philippines (Quezon City Chapter), headed by Atty. Ponciano Mortera; and *The Capitol Standard*, a community newspaper of Quezon City, published and edited by Mr. Ben O. Flores.



Lt. Romeo San Diego
Police Department



Dr. Yolando Mison
QC Gen. Hospital



Mr. Reynaldo Elcano
Fire Department



Mrs. Edna Fortuna
City Fiscal's Office



Mrs. Victoria Perez
Health Department



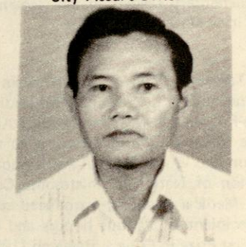
Mr. Zosimo Agustin
City Treasurer's Office



Engr. Napoleon Cuasay
Engineering Department



Mrs. Paciencia J. Buendia
City Library



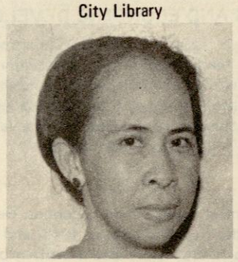
Mr. Magno Cabantud
City Assessor's Office



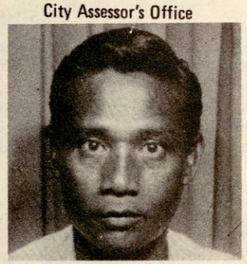
Miss Encarnacion V. Maog
City Secretary's Office



Mr. Delfin Banaag
City Court



Mrs. Lourdes Abrajano
Division of City Schools



Bienvenido P. Nicolas
DCPS

EXECUTIVE COMMITTEE IN CHARGE OF THE SEARCH

Fiscal Lea T. Castelo ..... Chairman
Mr. Alfredo L. Lingad ..... Vice-Chairman
Prof. Virgilio Ferrer ..... Member
Atty. Ponciano Ferrer ..... Member
Mrs. Rose S. Peñera ..... Member
Mr. Ben O. Flores ..... Member

BOARD OF JUDGES

Mr. Jose Luna Castro ..... Chairman
Gen. Cicero Campos ..... Member
Director Eduardo Soliman, Jr. ..... Member
Dr. Vicente de Vera ..... Member

PRINCIPAL PRIZE DONORS

First Prize of P1,000.00 ..... Diliman Lions Club
Second Prize of P500.00 ..... Filipino Chamber of Small Business and Industries
Third Price of P300.00 ..... Atty. Ponciano Mortera
Plaques of Recognition ..... DLGCD Secretary Jose A. Roño
Vice Mayor Carlos L. Albert
Amoranto Awards
(Gold, Silver & Bronze Medals) ..... Mayor N. S. Amoranto

LOYALTY SERVICE AWARDS

(Quezon City Government Employees with twenty-five (25) years or more of service in the government – a joint project of the Quezon City Chamberettes and the Quezon City Chamber of Commerce and Industry)

OFFICE OF THE MAYOR

1. Mr. Julio R. Reyes
2. Mr. Cornelio S. Domingo
3. Mrs. Teodora P. Ruivivar
4. Miss Rosario Bondame
5. Mr. Jesusito Fortuna
6. Mrs. Remedios L. Osmeña

CITY LIBRARIES

1. Atty. Felicidad Peralta
2. Mrs. Julia Velasquez

DIVISION OF CITY PUBLIC SERVICE

1. Mr. Meliton B. Villanueva
2. Mr. Cirilo Mendoza
3. Mr. Pedro Franco
4. Mr. Meliton Amado
5. Mr. Felino Marcelo
6. Mr. Ulpiano Sumayod
7. Mr. Gil Fabella
8. Mr. Sixto Remoquillo
9. Mr. Ceferino Simbula
10. Mr. Julian Estanislao

ENGINEERING DEPARTMENT

1. Hilario Nebril
2. Pantaleon P. Tabora
3. Primo Torres
4. Patricio Francisco
5. Jose Balmores
6. Ernesto Galangco
8. Luciano V. Aquino
9. Jose Paningbatan
10. Domingo Manzon
11. Romeo Garcia
12. Leon Mesa
13. Jose Porto
14. Albino Padua
15. Ruben de Guzman
16. Conrado Ramirez
17. Bernardo Gollado
19. Merlin Lumido
20. Felimon Silvestre
21. Hilarion Bermalino
23. Benito Barola
24. Rufino Santos
25. Florencio Artus
26. Juan Buenaventura
27. Miguel Malinab
28. Nemesio Manaog
29. Marianito Macariola
30. Napoleon Cuasay
31. Amado de Ocampo
32. Bonifacio Oreta
33. Esteban Corcoro
34. Jeorge Limoso
35. Joaquin Samus
36. Flores Nicolata
37. Mariano Dagang
38. Juan Paulo

TREASURER'S OFFICE

1. Silverio SJ. Cruz
2. German J. Manikis
3. Andres B. Querijero
4. Guadencio M. Maliwat
5. Manuel Belmonte
6. Prudencia Quiogue
7. Lunaila M. Aquino
8. Caridad Leones
9. Zosimo Agustin
10. Jose Villaverde
11. Esperidion Pamilaran

CITY FISCAL'S OFFICE

1. Paciano C. Cantre
2. Juliana C. Tactacan

CITY COURT

1. Mr. Agapito E. Encomienda

POLICE DEPARTMENT

1. Lt. Col. Pedro S. Comorongan
2. Lt. Col. Teofilo M. de Guzman
3. Lt. Col. Victor delos Reyes
4. Maj. Elpidio SJ. Clemente
5. Maj. Feliciano Leones
6. Maj. Eduardo N. Navasca
7. Maj. Eufracio A. Roxas
8. Maj. Martin R. Samson
9. Maj. Carlos S. Tan
10. Capt. Benjamin B. Aguas
11. Capt. Vicente Castro
12. Capt. Florencio M. Fajardo
13. Capt. Froilan O. Guerra
14. Capt. Moises V. Montes
15. Capt. Balbino M. Pacle
16. Capt. Ruben C. Parungao
17. Capt. Alfredo C. Pastores
18. Capt. Jesus L. Ronquillo
19. Capt. Gavino Sapiandante
20. Capt. Arturo S. Topacio
21. Capt. Aurelio L. Valdez
22. Lt. Florencio Q. Apostol
23. Lt. Leonardo N. Aspiras
24. Lt. Florencio Baytion
25. Lt. Jose H. Dawis
26. Lt. Clemente A. Escasa
27. Lt. Servando V. Javier
28. Lt. Victorino E. Julio
29. Lt. Thomas N. McCremens
30. Lt. Crisanto N. Nadonga
31. Lt. Manuel V. Pilar
32. Lt. Pablo V. Rayos
33. Lt. Diosdado L. Ronquillo
34. Lt. Norberto S. Sempio
35. Sgt. Elias S. Agustin
36. Sgt. Alfonso L. Bernardo
37. Sgt. Benito T. Casas
38. Sgt. Teodoro L. de Guzman
39. Sgt. Segundino S. Gelera
40. Sgt. Benedicto V. Marcelo
41. Sgt. Angel B. Ocrisma
42. Sgt. Federico Pastores
43. Sgt. Claro A. Roxas
44. Sgt. Jose B. Santiago
45. Pat. Salvador A. Alba
46. Pat. Martin C. Antonio
47. Pat. Lorenzo delos Reyes
48. Pat. Jorge dela Cruz
49. Pat. Angel A. Dizon
50. Pat. Victor D. Eduvas
51. Pat. Guillermo D. Francisco
52. Pat. Leonardo G. Garcia
53. Pat. Nazario Gustuir
54. Pat. Mario R. Jose
55. Pat. Francisco Manipis
56. Pat. Rosario Peñaflor
57. Pat. Dominador G. Punzal
58. Pat. Juanito Salangsang
59. Pat. Nicanor G. Soliman
60. Francisco Torres
61. Pat. Pedro Trinidad
62. Pat. 1st Cl. Rosario Arenas
63. Pat. Felix Borbon
64. Pat. 1st Cl. Potenciano Madlangbayan
65. Pat. 1st Cl. Serafin delos Santos
66. Mr. Isabelo R. Santiago
67. Miss Remedios dela Merced

CITY HEALTH DEPARTMENT

1. Dr. Josefa San Jose
2. Dr. Homero C. Angelo
3. Dr. Artemio C. Ibarra
4. Dr. Jose de la Rosa
5. Dr. Mariano Querubin
6. Mrs. Remedios Fernandez
7. Mrs. Victoria Perez
8. Miss Carmen B. Sulit
9. Miss Juanita Cuaderno
10. Mrs. Justina Reyes
11. Dr. Consuelo G. Villarosa
12. Miss Andrea Cariño
13. Mrs. Cresencia Valmorida
14. Mr. Gregorio Felipe

CITY ASSESSOR'S OFFICE

1. Pedro Ortaleza
2. Delfin Santos
3. Willian Apuada

FIRE DEPARTMENT

1. Mr. Agapito D. Simbulan

CITY SECRETARY'S OFFICE

1. Mr. Dominador T. Salvador
2. Mrs. Maria C. Lagdameo

QUEZON CITY GENERAL HOSPITAL

1. Dr. Fe. Villanueva-Fernandez

NORBERTO S. AMORANTO

The First and Still the Only Elective Mayor of Quezon City

"He is one executive who has a truly human heart." – Sec. Jose A. Roño

By BEN O. FLORES

TODAY, October 12, 1973, Quezon City is 34 years old. Of these 34 years, 20 years have been under the aegis of Mayor Norberto Salandanan Amoranto. Twenty years, two decades, one score – no matter how you say it, it's a mighty long long time. It is a record unmatched by any other mayor of any town or city in the entire country.

What is the secret of the man's political durability? Could it be the big red mole under his left eye which local soothsayers say is the mark of a perennial winner? Could it be the power of money which can buy anything including votes? Could it be a virtuosity or wizardry in the rough-and-tumble game of politics?

I do not think the secret lies in the affirmative answer to any of the above questions. The red mole on the man's cheek is essentially superstition. The man has never resorted to profligate expenditure of campaign funds in the four elections. As to political virtuosity, the man is too candid, sincere, and direct in his thoughts and habits to have had the inclination or ability to meticulously prepare complicated, sophisticated campaign schemes and stratagems. Thus, he merely followed his built-in instincts in charting his political course, and while other candidates flared with garish brilliance in their oratory, he merely glowed with a steady, gentle flame cast by that Mona Liza smile of his: that firm, warm grip; and that kind, hearty word of greeting. As his long-time PRO, Emmanuel Solis, Jr., has so aptly put it; "While others barked, he merely whispered."

Performance

If it was not written in the stars, if it was not money, or if it was not political brilliance, what then, I repeat, was the secret of the man's staying power as a politician and public official? I asked Mayor Amoranto himself and he answered: "Performance." I agree with the Mayor that it was how he had conducted himself in office, how he had always exerted his utmost to look after the welfare of the people, and promote the progress of the city that were responsible in a large measure for his four victories at the polls – 1959, 1963, 1967, and 1971. But over and above this, because it is the root and the basis of his performance, I would say that the real secret of the man's durability, his greatest asset as a politician and a private person, is not his mind or his body – but his heart. It is a heart with a prodigious capacity for kindness, sincerity, magnanimity, honesty, humility, faith, and courage. In a recent interview I had with DLGCD Secretary Jose A Roño, he said:

"I consider Mayor Amoranto a sincere public servant. He is soft-spoken, but when he says something, he means it. He has a very paternalistic attitude towards his constituents and is always inclined to side with the underprivileged. He is one executive who has a truly human heart."

Benign Father Image

It is this benign father image of Mayor Amoranto that has entrenched him in the hearts of the residents of Quezon City, making them return him to the mayoralty again and again. It is a notorious fact that the condition in his office sometimes approximates bedlam because he does not allow the door to be closed to anybody, especially the poor and the needy whom he allows to see him even before the VIPs.

During the 1971 electoral campaign. I had occasion to be with Mayor Amoranto during his round of visits to the squatter areas. I told him that one of the favorite attacks of his opponents was that he was coddling the squatters, considered an eyesore in the city. To which he answered:



Mayor Amoranto

"What is so wrong in coddling the poor? " Then he added a statement which I think is at the core of the principle that has guided and motivated him in administering the affairs of the city. The Mayor said:

"If it is wrong to coddle poor squatters, then let it be so. But I would rather be wrong and be kind than be right and be unkind."

Classic Statement

It was a classic statement of the man's social conscience, not unlike President Quezon's social justice doctrine which he had expressed thus: "The poor and the weak should not be oppressed and the fundamental governmental policy should not be to make the poor poorer and the rich richer, but to make the poor rich and to provide relief for the needy;" or the famous statement of President Magsaysay; "Those who have less in life should have more in law;" or, finally, President Marcos' Letter of Instruction No. 19 in which he virtually sustained Mayor Amoranto's liberal attitude towards squatters by directing that the poor squatters should not be evicted unless there is a proper relocation or resettlement site for them.

Mayor Amoranto's capacity for compassion had its roots in the little town of Biñan, Laguna where he was born on June 4, 1908 in a little nipa house on San Jose St. While not abjectly poor, his mother, Rufina Salandanan, a meat vendor in the public market, and his father, Lucio Amoranto, a goldsmith who turned to farming because of failing eyesight, eked out a hand-to-mouth existence and there were times when the family of nine sons and daughters (the Mayor was the eighth child) was in want.

Dignity of Labor

Early in his life, the boy Berting learned the dignity of labor. After school hours, at the Biñan Elementary School, he helped his mother in the market. "*Lutuaki akong batang palengke* and I know all the tricks of the business," says the Mayor, but he stresses: "My mother forbade me to do these." Today whenever he inspects the public markets, he would delight and amaze the vendors by picking up a hunk of meat and guessing its correct weight.

When not in the market, Berting would be in the fields helping his father who tilled a six-hectare piece of land planted to rice and corn aside from tomatoe patches by the seashore. The land was owned by his father himself so that he was never a tenant in need of emancipation. Mayor Amoranto says that he is immensely proud of his parents because while they were not rich, they were honest and hardworking. They were long lived too: his father died at the age of 82, his mother at 78.

Problem Boy

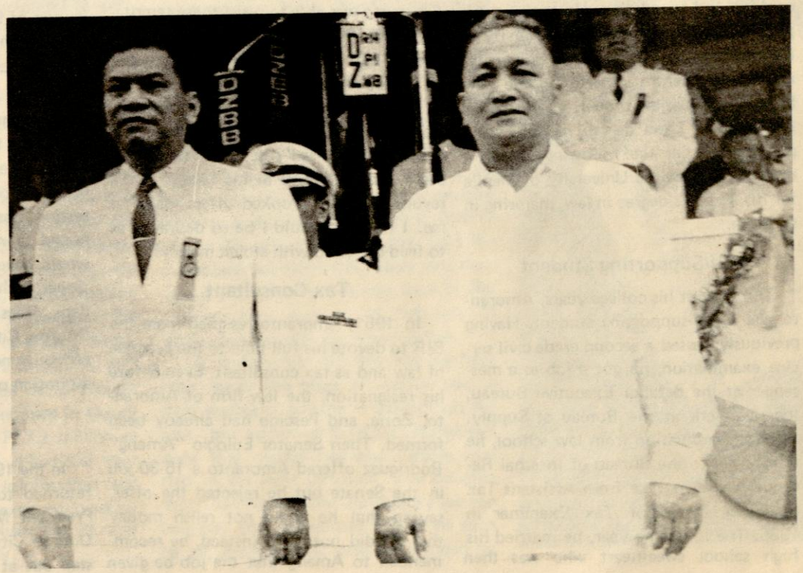
The Mayor admits that during his boyhood, he was quite a problem boy, full of boyish pranks and mischief. For instance, he would draw a line across the street in front of their house and dared every passing kid to cross it. Afraid to tackle Berting, the kids turned around and took another route. Those who were bold enough to take his dare, usually ended with a black eye from Berting's agile fists in the ensuing fight. As a teenager, young Berting had his *barcadas* with whom he got into many a scrape and escapade. He might have ended a juvenile delinquent had it not been for the strict guidance and discipline that his parents, especially his mother, imposed on him in time and, as he grew older and more mellow, for his own will power in practicing self-discipline once he had decided to turn over a new leaf.

For his secondary education, young Amoranto had to leave his hometown for Sta. Cruz, the capital of Laguna, to study at the Laguna Provincial High School (1925-1928). He stayed with a sister. He was not an exceptionally bright student to land in the honor rolls but he never failed in any subject and he obtained fairly good grades.

Bantamweight Champion

It was during his high school days that he developed a zeal and knack for the manly art of self-defense – boxing. He had been thrilled and inspired by the stories he read of the fistic exploits of such famous boxers as Clever Dencio and Young Dado who hailed from Biñan, and there was a time when he seriously aspired to become a professional boxer. A lanky youth of 120 lbs., he won all his bouts and became the bantamweight champion of the high school and of his native Biñan. But his parents frowned on his pugilistic ambitions and when he went to college, in deference to them, Berting, hanged up his gloves.

But while he had knocked out all his boxing opponents in high school, he himself was knocked out, in another sense, by one of his classmates – a pretty,



That is Mayor Amoranto (right) almost 20 years ago beside the Guy who appointed him mayor of Quezon City on January 11, 1954, President Ramon Magsaysay. The occasion was the celebration of Quezon's birth anniversary on August 19, 1955.



The staff of Mayor Norberto S. Amoranto when he assumed office on January 11, 1954, almost 20 years ago. Seated left to right: Mr. Julio Reyes, Mrs. Teodora P. Ruivivar, Mrs. Estelita B. Reyes, Mrs. Felicisima Bermudez, Atty. Jose G. Narcelles, Mr. Leopoldo Garcia, Mayor N. S. Amoranto, Mrs. Veronica A. Ramos, Mr. Felino Landicho, Miss Rosario Bondame, Miss Caridad Nepomuceno, Mr. Catalino Bigornia. Standing left to right: Mr. Abelardo Napeñas, Mrs. Emilio Garcia, Mrs. Eugenia D. Lamagna, Mrs. Mercedes Umali, Miss Rizalina L. Molina, Mrs. Felicisima Garcia and Major Alberto Polumbarit.

Most have retired or left the service except Mrs. Veronica A. Ramos who started as PRO and rose to the position of Assistant Secretary to the Mayor with the rank of Assistant Department head; Miss Caridad Nepomuceno, now Personnel Officer; Miss Rizalina Molina, Social Secretary; Mrs. Felicisima Garcia and Mrs. Emilia Garcia, both with the Permits and Licensing Office. Atty. Jose G. Narcelles was Administrative Officer until he resigned to run for City Councilor in the first City elections in November, 1959 and won. He is now back with the Office of the City Mayor.

petite young girl named Asisola Lim, a native of Sta. Cruz. With his lanky athletic built, young Amoranto cut a handsome figure and he could have been a devastating lady-killer. But the Mayor claims that he had never been a gigolo and that Sitang was his first and only sweetheart in high school. They were married in 1936, ten years after their graduation from high school.

After high school, young Amoranto went to Manila to pursue his studies in college. He and other students from Biñan rented a room and did their own cooking and laundering. He took up his preparatory law, first, at the University of Manila, then at the National University, and finally went to the Philippine Law School for his law proper, obtaining his Bachelor of Laws degree in 1932, and passing the bar the following year. He next enrolled at the University of Manila for his Master's degree in law, majoring in taxation.

Self-Supporting Student

Throughout his college years, Amoranto was a self-supporting student. Having previously passed a second grade civil service examination, he got a job as a messenger at the defunct Executive Bureau, then as clerk at the Bureau of Supply. Upon his graduation from law school, he transferred to the Bureau of Internal Revenue where he rose from Assistant Tax Examiner to Senior Tax Examiner in 1935. The following year, he married his high school sweetheart who was then teaching at the Laguna High School. Due to the difficulty of having to commute between Laguna and Manila, the young benedict managed to buy a house and lot in Quezon City on Don Manuel St. in La Loma, which has been their residence up to the present.

As Senior Tax Examiner, Amoranto's eyes were soon opened to the possibilities of quick, easy enrichment if he wanted to. There were rich businessmen, including one whose name was a byword in the jewelry business, who offered him fat fees to have their tax liabilities doctored. But Amoranto was able to resist these temptations with the help of his young wife who assured him that they could get along and up without these illicit sources of income. In my talk with him for this write-up, Mayor Amoranto also said: "My first child, Junior, had just been born and every time I looked at his face, I felt a revulsion at the crooked offers made to me. I thought, could I be so depraved as to feed my child with stolen money?"

Tax Consultant

In 1951, Amoranto resigned from the BIR to devote his full time to the practice of law and as tax consultant. Even before his resignation, the law firm of Amoranto, Zoria, and Pescino had already been formed. Then Senator Eulogio "Amang" Rodriguez offered Amoranto a 15-30 job in the Senate but he rejected the offer, saying that he could not relish money that he did not earn. Instead, he recommended to Amang that the job be given to a friend of his (Amoranto's) who was out of work.

With his experience in the BIR and his master's degree in taxation, Atty. Amoranto soon gained a reputation as one of the ablest tax lawyers of the country. One of his clients was Amang himself, who was president of the Nacionalista Party, against whom a P1 million tax case had been filed upon the instance of Liberal Party President Quirino. Amoranto and his law partners were able to quash the case, but desisted from accepting any payment. Coupled with his previous rejection of the 15-30 offer, this is how and why Amang, impressed by his ability and integrity, chose to make him his political protege.

To Amoranto, however, politics was furtherest from his mind. True, in every election he had helped the NP in a more or less unobtrusive way. But his true obsession was taxation and if ever he had hoped to return to the public service, it would have been in the BIR as Commissioner, perhaps. His appointment by President Magsaysay to the mayoralty of Quezon City in January 1954 was preceded by not the slightest expectation or aspiration on his part.

QC Mayor

In the 1953 elections, the NP had been returned to power with the election of President Magsaysay. The LP mayor of Quezon City, Ignacio Santos Diaz, had to step out at the end of the year. Amang saw in the vacancy an opportunity to launch his protege into the realm of politics for Quezon City was to be reckoned with in any future election. It was, therefore, upon Amang's recommendation that Magsaysay appointed Amoranto. It is said that Amoranto was not even aware that he was becoming mayor of the capital city until he was being inducted into office.

Thus started Mayor Amoranto's phenomenal 20-year reign in Quezon City. The events during this period are recent history, still fresh in the minds of most residents of the city. They need only a brief review.

In the first election of 1959, he won over a motley field of some 20 candidates. But among his running mates only his vice mayor and one councilor won with him. The Council was captured by the Citizens League for Good Government.

To quote again the Mayor's PRO, Emmanuel Solis, Jr., "The political tragedy left him practically alone in the center of a political low pressure area. All his pet measures were blocked by the opposition and the situation turned to worse sooner than expected when his vice mayor bolted the party to be the standard bearer in the local election of 1963."

Mayor Amoranto says, however, that though his projects were thwarted by partisanship, his first elective term was not devoid of accomplishments because the city, through his determined efforts, was able to purchase several real properties which proved to be very good investments, such as the San Bartolome property, Bo. Silangan, and the site of the Amoranto Stadium.

Big Projects.

In the succeeding elections of 1963, 1967, and 1971, Mayor Amoranto won always with a majority of his running mates in the Council. Thus, he was able to push through various big projects like the construction of the City Hall, the Incinerator, the Amoranto Stadium, the construction of schools, health centers, markets, and parks and playground, the asphalting or cementing of streets, the increase of the police force from only 440 officers and men in 1954 to its present strength of 1,119 the increase in the city's income from only P17.2 million in 1963 to P49.5 million this fiscal year through intensive tax information and collection drive and tax exemption policy to encourage the establishment of new businesses in Quezon City.

Under Martial Law

Like most citizens of the country, Mayor Amoranto was slightly taken aback by the sudden declaration of martial law on September 21, 1972. But he reacted to it with typical aplomb, coolness, and sobriety. He immediately issued a statement that he was backing the goals and objectives of the New Society to the hilt. In accordance with Letter of Instructions No. 14 and 14-A, he purged the city government, especially the police, of its "notoriously undersirables." He created a Reorganization Commission to restructure the city government for more efficiency and economy and to bring it closer to the people. He encouraged the organization of barangays in order to widen the base of citizen participation in the government in conformity with the policy laid down by President Marcos.

He launched a Green Revolution in Quezon City starting in the City Hall compound and expanding lately to every idle or vacant lot in the City. He has intensified the beautification campaign for which a master plan has been drawn up and for its full implementation a fund drive to tap the business sector is being planned. For these New Society projects, the Mayor has done an uprecedented thing: He has designated the 16 councilors district implementors in their respective areas. He has taken an active role in the Metropolitan Mayors Coordinating Council in its search for solutions to problems common to all the member towns and cities. With respect to conflicting and confusing reports on the establishment of a Metro Manila Government which may effect the status and tenure of the mayors and councilors in the towns and cities involved, Mayor Amoranto has refused to lend an ear and has refrained from issuing any comments, content to wait for the promulgation of the local government code. In the meantime, he has placed absolute faith in the wisdom of the leadership of President Marcos under the present dispensation and has expressed this faith eloquently in a message published in the maiden issue of *The Quezon City Gazette* in February 9, 1973, four months after martial law.

"It is now four months that we have been under the aegis of martial law. A final verdict of success is perhaps premature but no honest thinking Filipino can deny that martial law was a giant, vital step in the right direction. The benefits that it has imparted on the country are too tangible, too widespread not to be seen by all, except those who are blinded by their malice, their angers, their prejudices, and their egoisms.

"Not even the most severe and biased critic of martial law can point to a single act or utterance of the President that can suggest, even remotely, the despotic dictator that he allegedly could become (under martial law). On the contrary, in his desire for national unity and the preservation of democracy, the President has become even more humble, more patient, more understanding, more benevolent, less arbitrary and more eager to consult the wishes of the people as attested by his institution of the Citizens Assemblies. Of the more than 200 orders, decrees, and instructions that he has issued or promulgated, there is not a single order, decree, or instruction that is not designed to promote the welfare of the people and country. If that is dictatorship, then let us have more of it.

"Our faith in the President, however, would be meaningless if we did not energize it with our active support and assistance. I reiterate what I have repeatedly stated in the past, most recently in my state of the city address last January 8 that the Quezon City government is totally, absolutely committed to the goals and objectives of the New society . . .

"I am certain that martial law has had a regenerating, accentuating and chastening effect on all of us, for which reason I am confident that we can all work together with new zeal and vigor for the reforms that our country, in general, and our city, in particular, needs . . ."

"We have to fight against prejudices, wrong notions, and outworn customs and traditions. We have to preach the fundamental principles of Christianity, and make them the underlying philosophy of our political and social institutions."

President Manuel L. Quezon

TOMAS B. MORATO

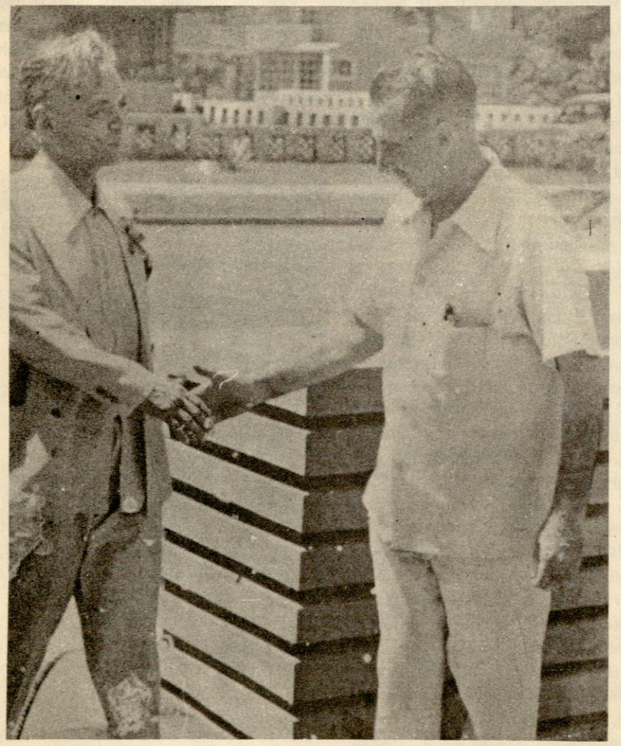
First Appointive Mayor of Quezon City

"To know Tomas B. Morato is to know a true friend" -President Quezon

By BEN O. FLORES

EVEN BEFORE he signed Commonwealth Act No. 502 creating Quezon City on October 12, 1939, President Manuel L. Quezon had chosen in his mind the man whom he was going to appoint the first mayor of the newborn city. He had written Don Tomas B. Morato, then Mayor of Calauag, Tayabas (now Quezon province), asking him "to pack up immediately and leave everything because I am going to give you the singular honor of being the first mayor of a city to be named after me."

Quezon had several cronies – men like Jake Rosenthal, Don Alejandro Roces, and Manuel Nieto with whom he shared his intimate thoughts and moments – but there is little doubt that Don Tomas was the closest and dearest to him. Their friendship had started when Tommy, as Quezon called him, was only a boy of 13 while Quezon was a young man of 22. It was Don Tomas and Nonong, Jr. whom Quezon chose to be with him when he first set foot in Malacañang in 1935 to assume the presidency of the Commonwealth government. Such was their intimacy that Don Tomas was the only person allowed by Quezon to enter the Palace anytime of the day or night and he frequently stayed overnight. Shortly before he died on August 1, 1944 in Lake Saranac, Quezon said: "My only true and real friend is Tommy; I wish I could see him before I die."



President Quezon was a frequent visitor at the residence of his closest friend, Don Tomas B. Morato, on Sampaloc Avenue, now Tomas Morato Avenue. Here he is shown being greeted at the gate by Don Tomas (right).

Appointment Paper

The appointment paper of Don Tomas as Mayor of Quezon City was signed by Quezon on November 10, 1939, but it stated explicitly: "I have nominated and with the consent of the Commission on Appointments of the National Assembly, do appoint (Tomas B. Morato of Calauag, Tayabas) to be the Mayor of the (sic) Quezon City to date from October 12, 1939," the 34th anniversary of which is being celebrated today. Before Morato was actually installed in office, Quezon had assumed the functions of mayor of Quezon City. A news item in *The Tribune* of October 13, 1939, headed, "Officials of New City Appointed," and subheaded, "Organization of QC Completed as President Signs Bill," explained it this way:

"The Office of the Mayor was purposely left vacant as President Quezon himself decided to assume the functions corresponding to the Mayor, but Malacañang emphasized he will do so as President without the formal appointment of a Mayor as that would place the President under the unique situation of being under the Secretary of the Interior." (Underscoring supplied)

To say, therefore, that "Quezon was the first Mayor of Quezon City without the qualifying explanation that this merely meant that he "assumed the functions corresponding to the Mayor" without appointing himself as such, is to state only a half-truth which, strictly speaking, may be considered a historical error. The strict and whole historical truth or fact, supported by extant, authentic documents, is that Tomas B. Morato was the first mayor of Quezon City appointed by President Quezon.

Don Tomas B. Morato
(From an oil painting)



July 4, 1887

Don Tomas B. Morato was born on July 4, 1887 in the little Spanish town of Alicante along the coast of the Mediterranean sea. His father, Francisco Morato, was a captain of a ship that plied a route that included the Philippines, particularly the coastal town of Calauag in Tayabas. It was to this town that in 1898, Captain Morato brought his only son, Tomas, then only 11 years old, to study. His mother, Elvira Bernabeau, and three sisters stayed behind in Spain. Young Morato stayed with the Pica family in Calauag as he pursued his studies.

Virgin Forests

It is possible that during the times the young Morato stood on the seashore to watch the ship of his father sail into the horizon, he had felt the lure of romance and adventure on the high seas. But it could not take root in his heart because as he returned inland, he saw the great potential of the gigantic, towering trees of the virgin forests of his adopted town of Calauag – there for anyone with vision, courage, and enterprise to exploit.

In 1907, even before he finished his course in engineering, the young immigrant from Spain, who had become a Filipino citizen by virtue of a provision in the Treaty of Paris granting Filipino citizenship to Spanish subjects who elected to stay in the Philippines, went into the lumber business. In those early pioneering years, logging methods were arduous and primitive; timber was felled with axes by lumberjacks and the logs were hauled by carabaos to a crude sawmill. But it was an era of construction when, under the new American regime, towns and cities were built out of the wilderness as the nation grew and developed, so that young Morato's lumber business expanded steadily and prospered. It made him quite a rich man and it was perhaps inevitable that he would, at times, use the power of money to achieve certain valid purposes.

Beauty Contest

One instance was when he caused the victory of the candidate he supported with his money in a beauty contest for Miss Tayabas. The defeated candidate was a bright and pretty school teacher, named Consuelo Lim, who had been sponsored by the teachers of the province. They protested the victory of Morato's candidate, alleging that it was money that made her win, not superior beauty and personality. The teachers won their protest and their candidate was proclaimed Her Majesty, Queen Consuelo I. But though his candidate lost, young Morato eventually was the winner because he wooed the winning candidate, won her heart, and made her his bride – and eventually the mother of his children.

He was on his second term as elective mayor of Calauag in 1939 when Quezon summoned him to become mayor of Quezon City.

Sprawling Wilderness

At the time he assumed office, the newborn city was a sprawling wilderness, almost bare of houses. The first thing Mayor Morato did was to drive out the criminal elements that infested the wooded portions of the city. An engineer by profession, he was in his element, as he continued the implementation of the Frost plan for the urban development of the city. More streets were laid out, public schools, health centers, markets, and parks were constructed.

Mayor Morato did so well as chief executive of Quezon City that Quezon intended to place Manila also under his administration, so that he would be Mayor of both cities. But the outbreak of the War in December, 1941 prevented this plan from materializing, and, in fact, the ensuing hostilities all but paralyzed all plans and efforts for further development, not only in Quezon City and Mani

la, but in all parts of the country. Because of his close identification with President Quezon, who had taken refuge in Corregidor, Mayor Morato was a marked man from the very start of the Japanese occupation of the Greater Manila area. On July 12, 1942, he was finally arrested by the Japanese kempetei. Together with several other high national officials, he was brought to the headquarters of General Yamashita at the top floor of the Central Hotel, corner of Rizal Avenue and Azcarraga St (now Claro M. Recto St.).

One of the officials, thinking perhaps to ingratiate himself to the Japanese general, started denouncing and berating Quezon. Mayor Morato stood up, strode over to the official, and punched him on the nose. I have just signed my death sentence, thought the impulsive Don Tomas, and walked out of the conference room. He went down the long flight of stairs and as he reached the landing, he felt a tap on his shoulder. Turning around, he saw a Japanese officer. This is it, I am going to be executed, again thought Don Tomas, but the Japanese officer said: "Mister Morato, if there is anything we Japanese admire, it is loyalty."

Fort Santiago

Despite the Japanese admiration for his intense loyalty to his beloved President Quezon, Morato was consigned to Fort Santiago. With him in the same cell were Eulogio Rodriguez, Sabino de Leon. Ponciano Bernardo, and other officials. He was released on Christmas eve, 1942 through the intercession of then Japanese puppet president Jose P. Laurel who made representations with the Emperor of Japan. Morato was to pay this debt of his to Laurel when the latter, after the War, was indicted for treason as a collaborator. It was his testimony that Quezon, before he left for Australia, had instructed the officials who were left behind "to play ball with the Japanese without taking an oath of allegiance in order to minimize the sufferings of the people" that won acquittal for Laurel. Present with Morato in the fateful meeting with Quezon in Corregidor when he gave that famous instruction were Laurel, Romulo, and MacArthur himself, who incidentally, was also a very good friend of Mayor Morato.

In 1944, two years after his release from Fort Santiago, Mayor Morato was again wanted by the Japanese military police for his underground activities. But before they could arrest him, he had fled with his family — wife and 10 children — to Baguio where he was given sanctuary by the Dominican Fathers. The Japanese were soon hot on his trail, forcing the Moratos to leave the Pines City and go down to Pangasinan. They hid in the mountains of Manaoag. When General MacArthur and his liberation forces landed in Lingayen in 1945, the returning General learned of the presence of the Morato family in Manaoag. He sent a company to fetch them and for some time they stayed in Pozorubio, Pangasinan, where a military camp had been established. Mayor Morato and his family finally returned to their Quezon City residence on Sampaloc Avenue, now Tomas B. Morato Avenue.

Mayo Clinic

The physical and mental torments suffered during his incarceration in Fort Santiago and the rigors and privations of the fugitive life in the mountains of Pangasinan all but wrecked the health of Don Tomas who was already in his middle fifties. He went to the Mayo Clinic in the United States and stayed six months for a thorough medical check-up and treatment which restored him to health.

In 1945, General Manuel Roxas asked Don Tomas to organize the Liberal Party in Tayabas and to be the party's standard bearer in the fight for a Congressional seat in the province. Don Tomas won a landslide victory. He was re-elected in 1949 but served only two years of his term. He resigned in 1951, despite the remonstrations of then President Quirino, in protest against the graft and corruption that was becoming rampant in the government. A man of high principles and of unimpeachable integrity, Congressman Morato refused to have anything to do with a government that did not take a firm stand against dishonest, anomalous practices and activities.

He took his family on a world tour and stayed with his daughters who were studying in Europe. When he returned, he settled to the routine of directing the lumber empire he had built consisting of three main companies: the Philippine Plywood Corporation, the first of its kind in the country when it was established in 1947; the Sta. Cecilia Enterprises; and the Sta. Cecilia Veneeer and Plywood Mills, based in Calauag and Tagkawayan, Quezon province.

Humane Heart

These business enterprises had expanded and prospered the slow and hard way, for Don Tomas refused to take the easy way: exportation of logs to Japan which made other lumbermen millionaires overnight. He considered it unpatriotic to export raw materials that would come back to the country finished products. Aside from his patriotic, nationalistic spirit, another factor stood in the way of swift business progress: a humane heart.

"He ran our business like a charitable institution," says his son, Manuel, a business and economics graduate of Georgetown and Loyola University in the United States. Thus even when there was a business slump and the market for plywood was poor, Don Tomas refused to lay off a single laborer, even as the unsold plywood piled up in the company's compound. When the son asked in amazement why his father allowed such an unprofitable condition to happen, Don Tomas put his hand on his shoulder and said gently: "Hijo, these people have to eat."

Such was the compassion of Don Tomas for the poor, the needy, and the underprivileged! It was his habit to take a siesta from 2 to 4 in the afternoon and he gave strict orders not to be disturbed by any caller, no matter if he were a Congressman or Senator. But he made an exception: If it was a poor man in need of help, he was to be awakened immediately.

Overnight Executive

Though a rich man himself, Don Tomas felt disgust for the arrogance and snobbery of the rich. Once a clerk in one of his companies told him that he was engaged to a pretty daughter of a rich family in the Visayas but that the parents objected to him because he was only a poor clerk. This incensed Don Tomas. He promoted the clerk to an executive position, bought him a car and told him to present himself to the girl's parents. Needless to say, the clerk, who became an executive overnight, became acceptable and was able to marry the Visayan heiress.

To Don Tomas, money acquired value only if it was used to help other people or to bring joy to friends. "It is not money that makes you wealthy, it is friends," he used to say, "for true friends are the true wealth in this world." Such was his generosity that he sometimes did astounding things with his material possessions. His one weakness was for fancy cars. At one time there were as many as eight such cars in the residential compound. But when a friend would admire one of them,



The first Filipino-American flag ceremony in front of the first Quezon City Hall where Mayor Morato held office.

Don Tomas would say: "You like it, take it." Just like that.

In 1945 shortly after liberation, a son, a student of Sto. Tomas University, parked his Italian custom built car beside the gate of their house and went up to fetch his books. When he came down some minutes later, the car was no longer there. His father, who was puttering around the garden, had given it to an American soldier, an ordinary nameless GI Joe, who had passed by and stopped to admire the fancy car. Did he not risk his life to help in the liberation of our country? Don Tomas asked his son.

His big, generous heart finally failed him on March 6, 1965 at the age of 77. It was his first stroke, but it proved fatal. Necrological services were held for him at the old City Hall in which Mayor Amoranto himself delivered the eulogy. He was finally interred on March 13 at the North Cemetery not far from the tomb of his dear friend, President Quezon, the founder of Quezon City who had appointed him its first Mayor.

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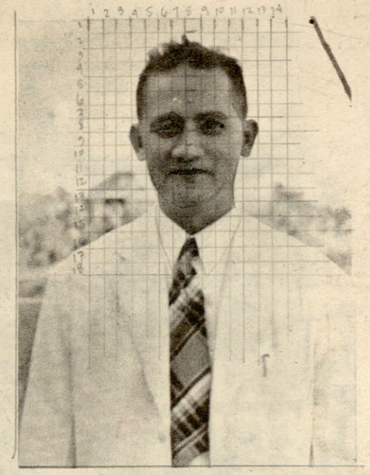
THREE OTHER MAYORS OF QUEZON CITY

by Veronica Agbayani Ramos

I. PONCIANO A. BERNARDO



Mayor Bernardo

At the time the honorable Ponciano A. Bernardo was appointed Mayor of Quezon City on January 1, 1947, he was singularly suited for the position, for the capital city of the country was a growing city where there was much building to be done. And Mayor Bernardo was a builder, not only figuratively but literally, because he was an engineer by profession — and an eminent one at that.

In fact, before he became the city's chief executive, he had already done some building for Quezon City. He had been the vice mayor and city engineer of Mayor Tomas B. Morato, from 1940 to the outbreak of the War in 1941. These top two officials of Quezon City made a perfect team because Mayor Morato was an engineer himself besides being a lumber magnate. They were both arrested by the Japanese kempetei in July, 1942 and, together with their Chief of Police, Captain Sabino de Leon, were imprisoned in Fort Santiago.

The day after his appointment as mayor of Quezon City, R.A. No. 45 was approved restoring the city's separate, independent existence. (Shortly before the Japanese troops entered Manila in January 1942, President Quezon had made Quezon City a part of Greater Manila.) Upon his assumption to office, Mayor Bernardo started the construction of the first building of the old City Hall in Cubao (now the Ramon Magsaysay High School Annex). It was completed in February, 1948 at a cost of P125,130.00. In March the following year, he started the construction of an annex but he did not live to see its completion. On April 29, 1949, he was killed in that infamous ambush of Mrs. Quezon and party in Bongabong. It is said that when the convoy of cars was stopped, Mayor Bernardo jumped out of his car and shouted at the bandits not to shoot because it was Dona Aurora Quezon. But the bandits replied with a volley that felled him at the prime of his life, 44.

Aside from the main building of the old City Hall, Mayor Bernardo was able to complete other building projects — schools, health centers, markets — before his untimely death. But the most important — it was his magnificent obsession and is now his monument — was the park named after him. It was hewn out of a hill and was designed by a young architect whom the mayor had taken under his wing — Luciano V. Aquino, now the City Architect of Quezon City. Main features of the park were a skating rink built at a cost of P19,000.00, an artificial lagoon fed with waters from the creek that folowed through the park and a zoo. In later years, however, the park deteriorated because the waters of the creek turned murky and foul-smelling as its banks upstream became populated. Recently, however, under the impetus of martial law, the Office of the City Engineer started to rehabilitate the Bernardo Park.

Mayor Bernardo was a glutton for work and a strict disciplinarian as oldtimers who are still in City Hall will attest. No swivel chair executive, he was forever on the go making on-the-spot inspections, whether inside the City Hall itself to observe and check the work of officials and employees or in the field to give the building projects the benefit of his technical know-how since he was also the City Engineer. Aides who went with him in these field inspections always made it a point to bring sandwiches with them, because the indefatigable mayor had no regard for office hours. These outside sorties invariably went way beyond mealtime.

Mayor Bernardo was born in Santa Rosa, Nueva Ecija on December 2, 1905. He started his schooling at the Cabanatuan Elementary School, went to San Isidro, also in Nueva Ecija, for his secondary education, graduating in 1923 with honors. Passing the required examination, he was appointed the first pensionado to the University of the Philippines where he graduated as civil engineer in 1927. The same year, he passed the board examination for civil engineers, placing third,

He was appointed Surveyman in Cabanatuan, Bureau of Public Works, a position he held until 1929. Having passed the civil service examination for civil engineers, he was appointed Assistant Civil Engineer in Tayabas, 1929 to 1935. He was transferred to Baguio as Assistant City Engineer, 1936 to 1939, then District Engineer of Antique, 1939, and finally Vice Mayor and City Engineer of Quezon City in 1940 until the outbreak of the War in 1941.

Mayor Bernardo had been a member of the Board of Examiners for Civil Engineers from 1941 to 1945. He had been also a professor at the Far Eastern University and at the National University until his appointment in Quezon City.

II. NICANOR A. ROXAS

The honorable Nicanor A. Roxas had the shortest term as mayor of Quezon City — only a week beyond eight months, from May 1, 1949 to January 6, 1950. He was Undersecretary of the Interior when President Quirino designated him Chief Executive of the capital city in a concurrent capacity, following the untimely death of Mayor Ponciano Bernardo on April 29, 1949 in the Doña Aurora Quezon ambush.

Mayor Roxas perhaps knew that he was not going to stay for long in Quezon City for which reason he did not prepare and initiate any long-range development plans and projects. Had he been given a longer term it is certain that he would have contributed immensely to the expansion and development of Quezon City for he was an extremely capable, dedicated public servant as attested by his performance in other services of the government which included all its three branches.

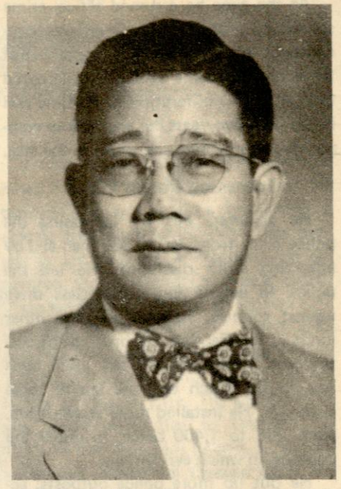
Humble Beginning

Roxas rose from a humble beginning through sheer hard work and native talent. To finish his law studies at the University of Manila and obtain his Bachelor of Laws degree in 1922, he had to teach in the public schools of Rizal province. He passed the bar in 1923 and obtained a Master of Laws degree from the University of Sto. Tomas in 1926.

Immediately after his admission to the bar in 1923, Roxas began his career as a lawyer. He dabbled a bit in politics and was elected a member of the Provincial Board of Rizal. During the time of President Quezon, he was appointed Fiscal of Iloilo and later on was one of three District Attorneys in the entire Philippines.

During the Japanese occupation, he was appointed Judge of the Court of First Instance of Nueva Vizcaya. He wound up as Governor of Rizal province and then Assistant Executive Secretary to President Jose P. Laurel.

In 1945, after the end of the War, Roxas joined the law firm of Paredes, Zulueta, and Roxas. In 1947, President Manuel A. Roxas appointed him his Assistant Executive Secretary. He held this position continuously up to the assumption to office of President Elpidio Quirino, who retained him as such until he appointed him Undersecretary of the Interior and, later on, Mayor of Quezon City, in a concurrent capacity.



Mayor Roxas

Foreign Service

Nicanor A. Roxas also served in the foreign service of the Philippine government. From 1954 to 1957, he was the Philippine Consul General in San Francisco, California during the administrations of President Magsaysay and Garcia. After his tour of duty he was promoted to the position of Ambassador of the Philippines to the Benelux countries (Belgium, Netherlands and Luxemborg), a post which he held from 1959 to 1961. During his stint at the Benelux countries, he was awarded royal decorations by the Kingdom of Belgium and Netherlands. Upon the election of President Ferdinand E. Marcos, he was appointed on May 31, 1966 Ambassador Plenipotentiary-Extraordinary, a position he held until his death on March 12, 1971. (He was 77 years old, having been born on January 10, 1899 in San Roque, Marikina Rizal).

Law Professor

Despite the rigorous schedule in the various government positions that he held, Roxas had been able to teach law in several institutions, such as the University of Manila and Adamson University. For a time he had served as Dean of the School of Law of the Adamson University. He had also been elected Chairman of the Board of Directors of the Philippine School of Business Administration.

Roxas had likewise been active in civic work. He had been elected President of the Iloilo Rotary Club in 1938, District Governor of the Lions International, Governor of the Philippine International Chamber of Commerce and Governor of the Philippine Constitutional Association (Philconsa). He had also organized the Manila Bay Breakfast Club, a group which was patterned after the San Francisco Bay Breakfast Club in California.

"Freedom has been for us essentially a habit of pursuing our legitimate self-interests so that we tend to forget that there are other interests, not the least of which are the higher interests of the national community . . .

"The discipline of the passions, as the moral aspect of citizenship, means nothing less than the willingness and the capacity to regard self-interest in the light of the national interest . . ."

President Marcos

III. IGNACIO SANTOS DIAZ

The Hon. Ignacio Santos Diaz was mayor of Quezon City for only four years, January 7, 1950 to December 30, 1953, but within this brief period he was able to pile up accomplishments that resulted in great progress for the city.

At the time he assumed office, crime started to proliferate, an inevitable concomitant of a growing metropolis. But the energetic Mayor Santos Diaz checked this criminal proliferation in no time and in less than two years, he was able to completely restore peace and order in the city.

Increased Police Force

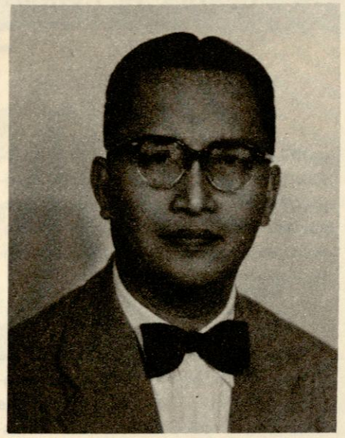
He achieved this by increasing the police force from 240 to 332 men and by enforcing strict discipline. He led the police in conducting a relentless drive against robbers, hold-uppers, and other kinds of malefactors. He ordered the cutting and burning of the tall, thick bush and shrubs which was the lair of these criminals. He installed more street lights, from 266 to 1,400 bulbs, to dispel the darkness in which evil thrives.

He put up more police outposts, acquired more motor vehicles and intensified police patrol. He organized a federation of detective agencies under the supervision of the QCPD and his office. He enlisted the support and cooperation of the citizenry by organizing the League of Barrio Lieutenants which had 233 members. There was such a big number of criminals rounded up that he had to convert the basement of the police headquarters building into a city jail.

"Most Outstanding Mayor"

For his crime-busting activities, Mayor Santos Diaz was voted "Most Outstanding Mayor of Quezon City" by the Capitol Press Club in 1952. The residents of Quezon City, on the other hand, dubbed him "The Builder" because of the impressive number of public buildings – 29 in all – he constructed during his four-year tenure. Among these were the following:

Left and rights wings of the main City Hall building, separate police headquarters, Cubao market, Galas market, Kamuning market, Kamuning slaughterhouse, Kamuning Health Center, San Francisco Health Center, Balara Health Center, La Loma fire station. Cubao Elementary School (annex), Quezon City High School Shop, and Home Economics building, La Loma Elementary School, San Jose Elementary School and others.



Mayor Santos Diaz

It was through the efforts of Mayor Santos Diaz that the City Charter was amended for the first time by R. A. No. 537 (approved by then President Quirino on June 16, 1950) to effect certain improvements in the City government, such as the creation of a Fire Department as a separate and distinct unit, and a new schedule of higher salaries for city officials.

National Prominence

Even before his appointment as mayor of Quezon City, Santos Diaz had achieved national prominence as a law practitioner (he graduated at the Philippine Law School in 1929 and passed the bar the same year) and as a legislator. He was elected to the first Congress of the Republic of the Philippines in 1945 under the Liberal Party which he organized in Rizal province. As a Congressman, he distinguished himself as chairman of the Santos Diaz Police Probe Committee that investigated the Manila Police Department resulting in its clean-up and revamp. As a member of the Code Committee, he sponsored BOOK IV (Obligations and Contracts) of the New Civil Code of the Philippines.

He was chairman of a Task Force that made a study of the operational set-up of the Philippine Charity Sweepstakes Office, resulting in recommendations that improved the office. He was a member of two other Task Forces, one for the People's Homesite and Housing Corporation and the other for the Home Financing Corporation, which submitted recommendations for more effective help in housing projects for low-salaried employees and laborers.

PSCO General Manager

More than a decade later, President Macapagal, remembering his record as a Congressional prober or investigator, designated Santos Diaz as Presidential NARIC investigator on January 26, 1962. Seven months later, he was appointed General Manager of the Philippine Charity Sweepstakes Office, (PCSO) and ex-officio Vice-Chairman of the Board of Directors up to his optional retirement on October 5, 1966. He did so well as PSCO Manager that he received many citations and certificates of appreciation:

1) "Most Outstanding Government Corporate Manager," awarded by the Laguna-Tayabas-Marinduque Press Association;

2) Sunday Chronicle Editorial commending him for arresting a man who tried to bribe him into fixing a sweepstakes draw;

3) Cover story of the *Newsweekly Examiner*, citing the acquisition of four buildings in a compound of 12,000 square meters for the PSCO office;

4) Congratulatory letters from His Eminence, the late Rufino J. Cardinal Santos;

5) Resolution of gratitude from the PSCO Board of Directors;

6) "Highest Award of Distinction," awarded by the PSCO Employees Association;

7) Letter of Commendation from President Ferdinand E. Marcos himself.

Awards and Citations

For his varied civic and social activities, Santos Diaz has been the recipient of about 30 awards and citations, other than those already mentioned above. These include certificates or plaques of appreciation from the Philippine National Red Cross, the Philippine Amateur Athletic Federation, the Boy Scouts of the Philippines, National League of Puericulture Center of the Philippines, various ladies associations, medical societies, media associations, and Rotary clubs.

Ignacio Santos Diaz is the only living former Mayor of Quezon City. Born on October 5, 1906 in Sta. Mesa, Manila (although he grew up in Marikina, Rizal the hometown of his parents), he is now on his 67th year, still strong of body and alert of mind, still practicing law, and still very much involved in community activities.

QUEZON CITY: Dream to Reality

By Atty. Felicidad A. Peralta

"Quezon dreamed and designed the construction of a magnificent capital city, the crowning jewel of the fame that was to outlast him."

— President Manuel A. Roxas

QUEZON CITY started as a dream in the mind of the great Manuel L. Quezon – a dream inspired by his philosophy of social justice. It was a dream of a workingman's paradise – a place where laborers and employees could each own a house and a lot of their own. The place was to be provided with all the facilities for comfortable, pleasant living: streets, parks, playgrounds, markets, schools, hospitals, transportation, water and lighting facilities.

The translation of this Quezonian dream and vision into reality started one early morning in October 1948 when Quezon and his good friend Don Alejandro Roces, Sr. were having breakfast in Malacañang. Their conversation orbited to the housing projects for laborers and employees contemplated by Quezon. Roces told the President that the ideal site would be the Diliman estate of the Tuason family. Quezon instructed Don Alejandro to negotiate immediately for the purchase of the needed portion of the Tuason property.

On October 14, 1938, the People's Homesite and Housing Corporation was created with Roces as General Manager. One of its first acts was to buy 1,572 hectares of the Tuason estate for P786,000 (P.05 per square meter or P500 per hectare). As a bonus the Tuasons donated 493 hectares as a site for the University of the Philippines which Quezon wanted to transfer "to provide an adequate educational plan in an atmosphere conducive to moral and scholastic standards appropriate to our highest public institution of learning."

Master Plan

A master plan for Quezon's dream city was prepared by Harry T. Frost, architectural adviser of the Commonwealth government, asssisted by former Director of Public Works A. D. Williams and the country's top architect, Juan Arellano. The Frost plan laid out a quadrangle bounded by four avenues: East, West, South, and North. This quadrangle was to be the heart of the city with the principal streets extending radially from the center to the city's perimeter. This street pattern resulted in eight rotondas for the city and the 26-hectare Quezon Memorial Circle at the junction of Quezon Boulevard, East Avenue, and North Avenue.

After the completion of the master plan, Quezon's "workingman's paradise," which was called Barrio Obrero, was built in what is now Kamuning District. The houses that were constructed – 439 units in 100-square-meter lots – were alloted to the different bureaus and offices of the national government at 21 units per bureau or office. The houses were raffled to the employees who paid for them in installments of as low as P8.00 a month.

C.A. No. 502

With Barrio Obrero (this name was not liked by the residents, so it was changed to Kamuning, after a tiny shrub that grew abundantly in the area) completed, Quezon, in his message to the National Assembly on September 18, 1939, recommended the official recognition of his dream city. The National Assembly enacted Commonwealth Act. No. 502 creating the City of Quezon. It was signed into law on October 12, 1939, exactly 34 years ago today. This law, the first charter of the city, defined it boundaries, giving it an area of 7,300 hectares, mostly rolling land, rice paddies, forest and creeks. The charter stipulated that all officials of Quezon City were to be appointed by the President.

In appointing the first officials of the newborn city, Quezon purposely left the position of mayor vacant as he decided to assume the functions of this office himself in his capacity as President. He appointed then Director of Public Works Vicente Fragrante as Vice Mayor and City Engineer. On November 10, 1939, Quezon signed the appointment paper of Don Tomas B. Morato, his closest friend, Mayor of Quezon City. The appointment was made retroactive to October 12, 1939, so that Morato is known as the first appointive mayor of Quezon City. His vice mayor and city engineer was Ponciano A. Bernardo while his chief of police was Capt. Sabino de Leon.

First City Hall

The first City Hall of Quezon City, where both Quezon and Morato held office, was a big wooden building at the corner of E. de los Santos Avenue and Aurora Boulevard rented from former Congressman Valentin Afable of Zambales.

At the time Mayor Morato assumed office, Quezon City was still a sprawling wilderness, almost bare of houses. The first thing Mayor Morato did was to drive out the criminal elements that infested the wooded portions of the city. Both he and his vice mayor were engineers, so they were very much at home pursuing the implementation of the Frost master plan for the urban development of the city. This was interrupted by the outbreak of war in December 1941.

Shortly before the Japanese entered Manila in February 1942, Quezon made Quezon City a part of Greater Manila. When Mayor Morato, Vice Mayor Bernardo, and Chief of Police de Leon were arrested by the Japanese kempetei and taken to Fort Santiago in July 1942, Quezon City was divided into two districts for administrative purposes: 1) Diliman

under Dr. Florencio Cruz as District Officer and 2) San Francisco under Gregorio Felipe, who was killed by guerrillas in 1944.

After Liberation

In April 1945, two months after the liberation of Greater Manila, Oscar Castelo, an assistant fiscal of Manila, was designated acting assistant mayor of Quezon City. He held office in the house of President Quezon on Gilmore Avenue. Castelo's designation was as assistant mayor because Quezon City was still a part of Greater Manila, whose mayor was Juan Nolasco. On October 1, 1945, Castelo was replaced by Capt. Sabino de Leon, former governor of Bataan who was Chief of Police at the outbreak of the war. The office of the city government was transferred from Quezon's house to South 9th St. On January 1, 1945, De Leon was succeeded by Ponciano A. Bernardo, who was the vice mayor and city engineer of Mayor Morato. The City Hall was transferred to the South Market building at what is now Alejandro Roces, Sr. Avenue.

On Jan. 2, 1947, Quezon City regained its separate corporate existence from Greater Manila by virtue of R.A. Act No. 45. Construction of the old City Hall in Cubao was started and was completed in February 1948 at a cost of P125,130.00.

On July 17, 1948, President Quirino signed into law R.A. No. 333 making Quezon City the capital of the Philippines and the permanent seat of the national government. This act altered the boundaries of Quezon City, increasing to 15,660 hectares of land carved out of Caloocan, San Juan, Pasig, Marikina, Montalban, and San Mateo. It also created a Capitol City Planning Commission which was charged with the task of preparing and implementing a general plan for the systematic, coordinated physical development of Quezon City.

In March 1949, the construction of an annex to the City Hall was started. It was completed in January 1950 at a cost of P156,772.48. The facade of this building, which now houses the police department, bears the name, "Doña Aurora Social Hall," but inside is a bronze plaque calling it, "Bernardo Building."

Mayor Bernardo did not live to see the completion of this building named after him because he was killed in the ambush of Mrs. Quezon and her party at Bongabong. Nicanor A. Roxas, the Undersecretary of the Interior was designated mayor of Quezon City in a concurrent capacity by President Quirino. He served until January 6, 1950.

On June 18, 1949, R.A. No. 392 changed again the boundaries of Quezon City, reducing its area to 15,539 by the reversion of the Wack Wack area to Mandaluyong and certain barrios to Marikina.

In October 1949, President Quirino laid the cornerstone of the proposed National Capitol building. Today, 24 years later, only the rusting steel skeleton of the proposed edifice stand on Constitution Hill, as the national government center site is called. As envisioned, some 53 buildings will be constructed in this site to house all national government offices which are at present located in about 124 buildings scattered all over the Greater Manila area, more than 50 of which are in Quezon City.

Mayor Roxas was succeeded by Ignacio Santos Diaz on January 7, 1950. During his term, the city charter was amended for the first time by R.A. No. 537, which was approved by President Quirino on June 16, 1950. This law increased the number of councilors from three to eight and provided for a new schedule of higher salaries for city officials.

In the national elections of 1953, the Nacionalista Party came into power with the election of President Ramon Magsaysay. On January 11, 1954, President Magsaysay, appointed Norberto S. Amoranto Vice Mayor and concurrently acting mayor of Quezon City. On February 4, his appointment was made permanent while Isidro Guevara was named vice mayor.

Present Area

On June 16, 1956, R.A. 1575 again modified the boundaries of Quezon City, further reducing its area to 15,106 hectares, which is its present area. With this area, Quezon City is five times bigger than Manila and is the third largest city in the country, surpassed only by Zamboanga City and Davao City.

In 1959, the positions of mayor, vice mayor and councilors were made elective. Mayor Amoranto defeated Ignacio Santos Diaz in the election. His vice mayor was former Chief of Police Vicente Novales. Mayor Amoranto was re-elected in 1963 with Mariano Sta. Romana as his vice Mayor. In 1967, he was re-elected a second time with Ismael Mathay, Jr. as his vice mayor. His third re-election was in the 1971 election with Carlos Albert as his vice mayor.

During the almost 20 years that Mayor Amoranto has been chief executive of Quezon City, it has made big strides in economic, educational, and political growth towards the realization of the city that Quezon dreamed about and loved so much—a magnificent obsession which he described as follows:

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

In 1954, when Mayor Amoranto started his regime, the city had an annual income of only P4,315,903.51. This fiscal year the estimated income is about P50 million. With the establishment of many PHHC housing projects and the proliferation of private subdivisions, the city's population has grown to almost 1 million. With space at a premium in Manila and surrounding cities of Pasay and Caloocan, stores and factories have mushroomed in Quezon City. At present there are about 27,000 business establishment in the city.

PATRONESS OF

PATRONESS OF . . .

(Continued from page 7)

uette with his chisel and hammer, it suddenly spoke to him; "Please do not hit me too hard."

The first image given to the church, which was made of wood, was brought in 1588 from Mexico by a group of Dominican missionaries. The image was installed atop the facade of the Sto. Domingo church in Intramuros and remained exposed there until it perished together with the entire building when it was hit by Japanese bombs during the early days of World War II in December 1941. But the ivory image inside the church was miraculously saved for future generations of Filipinos who now consider it a precious treasure of their faith.

General MacArthur, though not a Catholic, had gone several times to the Sto. Domingo church, at its old site in Manila before the war to see the venerable image of the Blessed Virgin. He knew its history and how it had inspired national devotion to it. One of the first battle cries he adopted, therefore, was: "Remember Sto. Domingo! "

GROWTH OF QUEZON CITY AT A GLANCE

The extent of the growth of a town or city through a number of years may be assessed at a glance by looking at a tabulation of comparative statistics on various aspects of that growth such as area, population, number of schools, police force, and annual income. Below is such a tabulation:

1939 7,300 Hectares	AREA	1973 15,106 Hectares
1947 54,880	POPULATION	1973 958,670
1950 One High School Eight Elementary Schools 20,458 Students	SCHOOLS	1973 20 High Schools 64 Elementary Schools 147,000 Students
1947 48 Officers & Men	POLICE FORCE	1973 1,119 Officers & Men
1947 P665,625.29	ANNUAL INCOME (For more details, below)	1973 P49,475,268.41

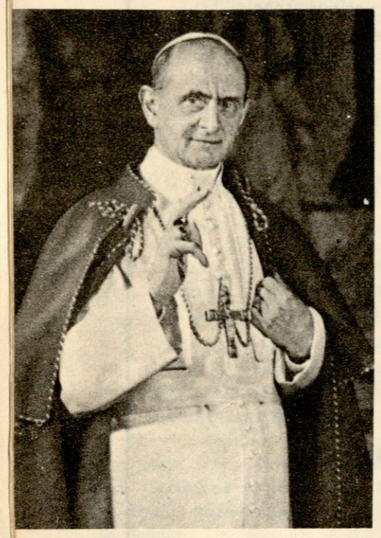
FINANCIAL PROGRESS REPORT OF QUEZON CITY
(General, Street & Bridge & Various Funds Combined)

Year	Revenue From Taxation	Incidental Revenue	Receipt From Operation	Other Receipt	Total
1947	P 397,620.29	P 45,776.17	P 29,234.50	P 192,994.33	P 665,625.29
1948	924,785.32	153,061.10	56,697.82	341,058.99	1,475,603.23
1949	1,304,595.91	192,723.16	80,434.96	141,754.36	1,719,508.39
1950	1,720,313.99	228,234.79	87,001.04	133,217.02	2,168,766.84
1951	2,042,293.82	351,245.25	109,158.33	138,075.78	2,640,773.18
1952	2,167,334.46	307,339.05	108.786.39	89,601.31	2,673,061.21
1953	2,711,824.69	385,976.93	102,228.20	339,345.02	3,539,374.84
1954	3,275,212.61	629,462.17	126,843.51	284,385.22	4,315,903.51
1955	3,506,945.51	448,034.38	169,334.45	592,530.49	4,726,844.83
1956	3,989,399.89	602,928.29	184,469.00	778.805.41	5,555,602.59
1957	4,379,892.12	790,483.76	214,628.60	493,169.15	5,878,173.63
1958	5,015,996.30	888,063.96	240,195.50	660,874.80	6,805,130.56
1959	5,454,837.43	964,431.35	286,257.45	504,798.52	7,210,324,75
1960	5,882,287.40	1,047,044.26	298,103.20	807,799.50	8,035,234.36
1961	10,234,054.08	1,120,251.36	316,044.15	542,312.08	12,212,661.57
1962	12,318,126.65	1,322,120.88	324,895.60	748,043.01	14,713,186.14
1963	14,616,193.09	1,279,966.18	363,295.70	981,668.74	17,241,123.71
1964	16,325,929.38	1,427,939.84	825,331.23	1,339,815.68	19,919,016.13
1965	18,901,578.03	1,889,022.67	1,030,303.32	1,211,178.57	23,032,092.59
1966	20,971,562.20	1,865,033.48	1,194,915.30	1,957,935.06	25.989,446.04
1967	24,539,898.71	2,297,464.69	1,168,046.31	1,878,775.65	29,884,185.36
1968	26,080,808.58	2,741,597.25	1,132,086.41	1,339,993.85	31,294,486.09
1969	27,573,853.65	2,463,377.46	1,176,790.02	1,483,728.20	32,697,749.33
1970	29,851,109.59	3,485,078.28	1,150,168.56	1,868,599,64	36,354,956.07
1971	32,033,022.47	3,374,138.30	1,292,511.83	2,498,264.00	39,197,936.60
1972	34,674,038.99	3,621,045.96	1,187,597.84	2,755,073.24	42,237,756.03
1973	41,256,592.46	4,717,623.37	1,317,692.70	2,183,359.88	49,475,268.41

Submitted by:
JESUS I. CALLEJA
City Treasurer

TWO HISTORIC EVENTS IN QUEZON CITY

Papal Mass Celebrated Nov. 29, 1970 at Quezon Memorial Circle



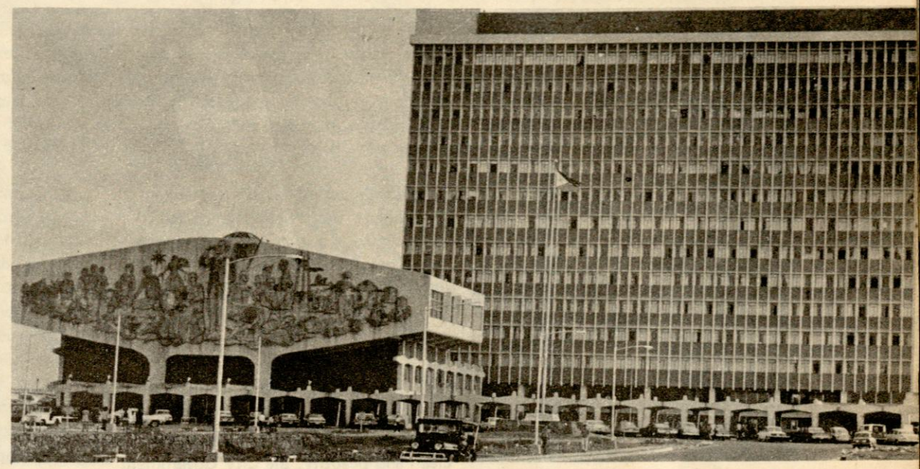


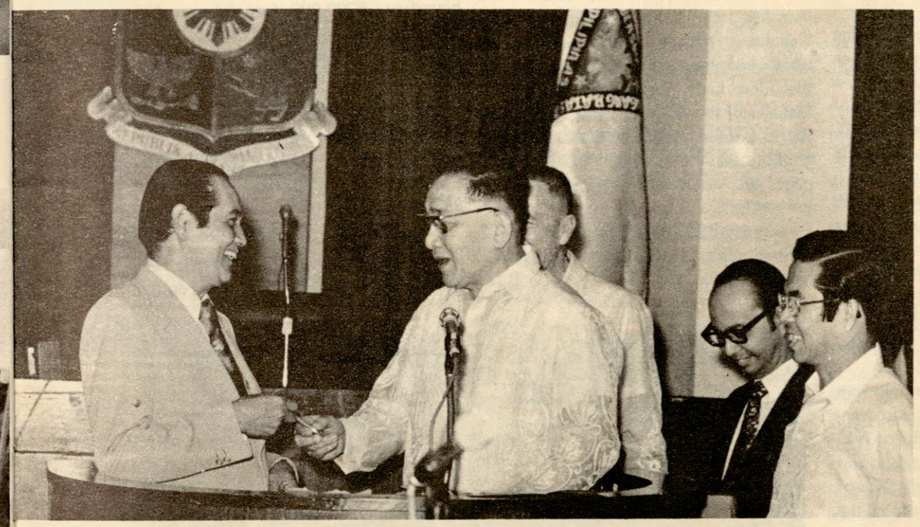
On November 29, 1970, the eyes of the world were focused on Quezon City as His Holiness, Pope Paul VI, celebrated a mass on an altar inside the Quezon Memorial Circle. It was attended by more than a million people from all over the country, led by President Marcos and the First Lady, shown below with Mayor Amoranto and other city officials. From left: Then Councilor Florentino Lapus, Councilor Eduardo Paredes, Mayor Amoranto, and then Vice-Mayor Ismael Mathay, Jr.



New Constitution Approved Nov. 29, 1972 at City Hall

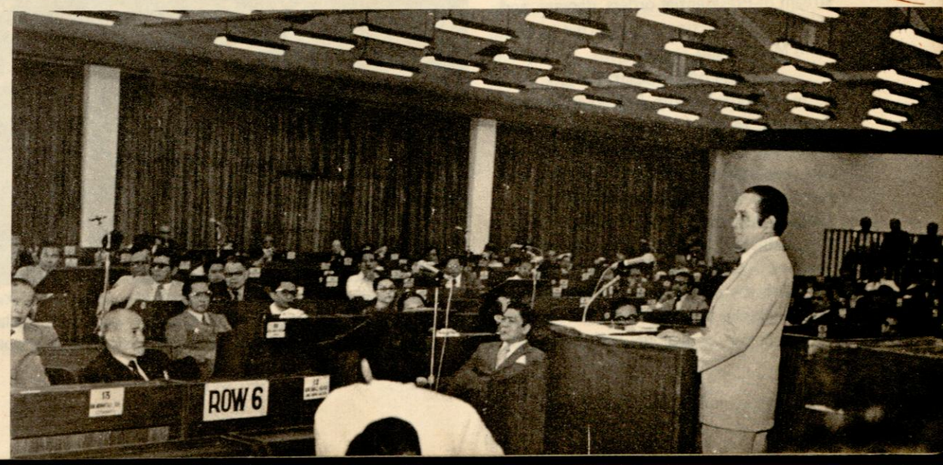
The 14-storey Quezon City Hall, the tallest edifice in the city, became tall with history when the new Constitution was approved on November 29, 1972 by the Constitutional Convention at its Convention Hall on the top floor of the building. The historic document was signed by the delegates the following day.





As early as January, 1972, Mayor Amoranto, with an eye on history, had offered the rent-free use of the top three floors of the City Hall to the Con Con, which opted, however, for the Manila Hotel. Running out of funds, it finally accepted the offer and moved in on August 3, 1972. The Mayor (right) is shown handing the symbolic key to Con Con President Macapagal at the turnover ceremonies. Partly hidden is Vice Mayor Carlos L. Albert. At right, are City Secretary Felipe Ting and Con Con Secretary Jose Abueva.

Con Con President Macapagal presides over the first plenary session of the Convention at its new venue at the 14th floor of the City Hall building after the turnover ceremonies.



QUEZON CITY UNDER MARTIAL LAW

"I am certain that martial law has had a regenerating, accentuating, and chastening effect on all of us, for which reason I am confident that we can all work together with new zeal and vigor for the reforms that our country, in general, and our city, in particular, needs. I reiterate what I have repeatedly stated in the past that the Quezon City government is totally, absolutely committed to the goals and objectives of the New Society." — Mayor N. S. Amoranto.

WHEN MARTIAL law was declared on September 21, 1972, Quezon City residents had good reason to welcome it as an imperative act of the President. Only three days before this historic declaration, their City Hall had been bombed on the 6th and 14th floors, indicating the prevailing condition of anarchy that could no longer be contained by ordinary means. The Quezon City bombing will be remembered as the last terroristic act of the subversives before they were checked by martial law.

It was not, until September 29 that the Quezon City government made an official expression of its stand on the new regime. The City Council passed a Resolution "endorsing the whole-hearted support of the City Government to Proclamation No. 1081 imposing martial law in the Philippines." Aware that politics was anathema under the New Society, the council also passed a resolution eliminating the words "Majority" and "Minority" from the term "Floor Leader," substituting "Assistant" to "Minority" and letting "Floor Leader" stand by itself.

Subsequent ordinances and resolutions as well as Executive Orders and Memorandums, and Proclamations of Mayor N.S. Amoranto were all in implementation and furtherance of the goals and objectives of the New Society as spelled out by the stream of Presidential orders, decrees, and letters of instructions that started to flow from Malacañang.

Purge of Undesirables

In compliance with Letters of Instructions No. 14 and 14-A, the Mayor created a Central Evaluation Committee to pick out the corrupt and incompetent employees in the city government who were subsequently dismissed. In his state of the city address to the City Council on January 8, 1973, the Mayor said:

"With the elimination of these employees from the public service, we are now giving more courteous, efficient, and expeditious action on all matters in all departments and offices of this City."

The mayor also created a Reorganization Commission to re-structure the city government for more efficiency and economy and to bring it closer to the people.

4 Ks Program

In accordance with General Order No. 13, which was a call on the nation to clean and beautify, the City Government launched it's 4 Ks program, Kilusan, Kalinisan, Kagandahan, at Kaunlaran which had the approval and blessing of the First Lady herself. As one of the features of this 4 Ks program, a "Cleanest Barrio Contest" was conducted, April 15 to June 30, 1973, in which P30,000 in prizes was given away, a small price for the cleaning and beautifying the city got. Preparations are underway to repeat the contest, which has proved a very strong incentive.

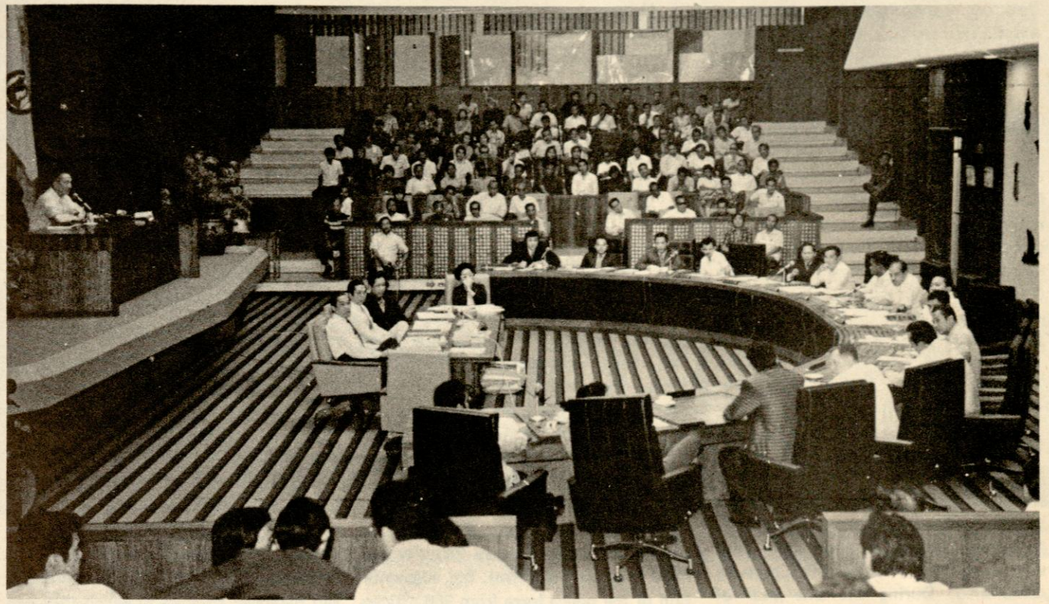
In connection with its tourist promotion program aimed principally at returning Filipinos through "Operation Homecoming," the city government is stepping up its cleanliness and beautification efforts. To finance these efforts the city council recently appropriated P1.6 million of which P1.2 million is earmarked for the illumination of Epifanio de los Santos Avenue from the Quezon City-Mandaluyong boundary to the Quezon City — Caloocan City boundary, P200,000 for garbage collection and disposal in the first and fourth districts through private contractors, P100,000 for the improvement and landscaping of the City Hall complex, and P60,000 for the repair of the mercury vapor lamps along Quezon Boulevard Extension and the Quezon Memorial Circle.

Councilor-Implementors

To speed up its cleanliness and beautification program and other commu-



The 4 Ks program of the City Government, *Kilusan Kalinisan, Kagandahan at Kaunlaran,* finds support in these young boys who have taken time out from their classes to clean street gutters and paint curbs. That is Councilor-Implementor Melencio M. Castelo supervising the operation.



The City Council in session presided over by Vice Mayor Albert. All the 16 councilors are present. From far end, clockwise: Councilors Ronald Remy, Precioso R. Perlas, Stephen Sarino, Danilo Roces, Andres V. Genito, Jr., Melencio M. Castelo, Eulalio de la Cruz, Emeterio Gonzales, Jose Paculdo, Estanislao Alinea Jr., Eduardo Paredes, Mario Montenegro, Jesus Perlas, Jr., Fred Montilla, Honorio M. David, and Jose Vera Perez.

nity development projects, Mayor Amoranto did an unprecedented thing: In Executive Order No. 27, dated February 28, 1973, he constituted the 16 councilors into a "Do Tank" by designating them implementors in their respective areas. In this new role, the councilors had the power to avail themselves of the services and facilities of every department and office of the city government.

The councilors are to be commended for the zeal and energy with which they applied themselves to their added task as implementors, which actually involved a delegation of executive functions from the Mayor. Coordinating with barrio and barangay officials, the Councilor-Implementors were instrumental in prodding city residents to greater community involvement, particularly in the cleanliness and beautification program.

The success of the July 27-28 Referendum in Quezon City, both in its conduct and outcome, was due mainly to the supervision and influence of the Councilor-Implementors, first, in the organization of barangays, second, in the registration of voters, third, in the citizens assembly meetings in which the issues involved in the referendum were discussed, and fourth, in the voting at the polls on the referendum days, which resulted in an overwhelming Yes vote for the continuance in office of President Marcos beyond December 31, 1973.

In the distribution of NGA rice and corn through the barrio captains and barangay heads, the Councilor-Implementors are again doing a yeoman's job to make the novel system work. Special mention should be made of Councilor Eduardo Paredes, Chairman of the Secretariat, Katipunan Ng Mga Barangay, Quezon City Chapter, who had headed the committee created by the Mayor to negotiate with the NGA.

Performance Council

Though their work as implementors exacts much of their time and energy, the councilors have not neglected their main task as legisiators. As one of them, Councilor Andres V. Genito, has stated: "The City Council, judged by its selfless commitment to a program of dedicated public service, may well be the 'performance council' that the city residents have been hoping for." Indeed, the council has passed ordinances and resolutions that have promoted the city's economic growth, expanded its infrastructure, supported the First Lady's Green Revolution and Cleanliness and Beautification projects, enhanced peace and order and curbed the drug menace, safeguarded the people's health and morals, increased its revenues through a new tax code, upgraded the quality of its proliferating subdivisions, minimized air and water pollution, promoted education, and fostered international goodwill through sister-city relationships. For a spot evaluation of the councilors. Councilor Genito is again quoted:

"The City Council has benefitted immensely from the sharp wit of such esteemed members as Precioso Perlas and Estanislao Alinea: the farsighted vision of Steve Sarino and Honorio David; the wisdom and experience of Eddie Paredes; the militance of Councilors Ronald Remy, Fred Montilla, Mario Montenegro, and Jesus Perlas, Jr., the deep perception of Emeterio Gonzales, Jose Paculdo, Melencio Castelo and Eulalio dela Cruz; and the youthful intelligence of Danilo Roces and Jose Vera Perez." Councilor Genito himself is one of the most active and vocal of the 16 aldermen.

Green Revolution

Shortly after the imposition of martial law, Mayor Amoranto, who is a farming buff, launched a Geeen Revolution within the City Hall compound. He had appointed City Architect Luciano V. Aquino, then DCPS Chief, as Executive

Director of the city's Food Production and Cleanliness and Beautification Project. About two hectares of idle, vacant land were converted into vegetable gardens by city officials and employees who were required to do gardening every Saturday, from city judges to janitors. As a unique birthday gift to President Marcos last September 11, Quezon City residents, upon the Mayor's instructions, simultaneously planted their idle, vacant lots to root crops and vegetables. A Quezon City seed bank and nursery has been established in that lot along East Avenue, just across the City Hall gardens,

Squatters Demolition and Eviction

In compliance with the President's Letter of Instructions No. 19, the city government adopted a more positive and decisive attitude toward the squatter problem. Affluent squatters were dealt with sternly; their houses were summarily demolished. During the one year of martial law, the demolition team of the City Engineer's Office demolished or removed 1,743 squatting houses. A total of 3,294 cases of illegal construction were filed in court; 241 illegal structures (no building permit) were demolished in compliance with court orders, while 175 cases were dismissed after the owners had taken advantage of an ordinance granting special permits after the payment of the required fee plus a surchage of 100% for residential houses and 200% for commercial buildings.

Letter of Instructions No. 19 sustained the Mayor's liberal attitude towards poor squatters by directing that they should not be evicted unless there is a proper relocation site for them. A survey team composed of representatives from the PAHRA, police, SWA, Office of the City Engineer, and Social Welfare Services Division, Office of the Mayor censused 3,951 creekside squatters for relocation. Only about 100 squatters from West Triangle, North Avenue have so far been accommodated at Sapang Palay. The Council has passed a resolution urging the President to designate a relocation site for Quezon City squatters.

Peace and Order

There has been a very marked improvement in the peace and order condition in Quezon City during the first year of martial law. This is clearly pictured by crime statistics before and after martial law, as follows:

Nature of Offense	Before Martial Law	After Martial Law	Decrease or Increase
Murder	85	29	– 56 or 66 %
Homicide	746	294	– 452 or 60.61 %
Parricide	10	2	– 3 or 80 %
Robbery	2,309	1,246	– 1,063 or 45.17 %
Theft	2,076	2,092	+ 16 or .07 %
Index Crime Total	5,226	3,663	– 1,563 or 21%
All Other Crime Total	11,870	11,918	– 48 or .40 %
GRAND TOTAL	17,870	15,581	– 289 or 1.61 %

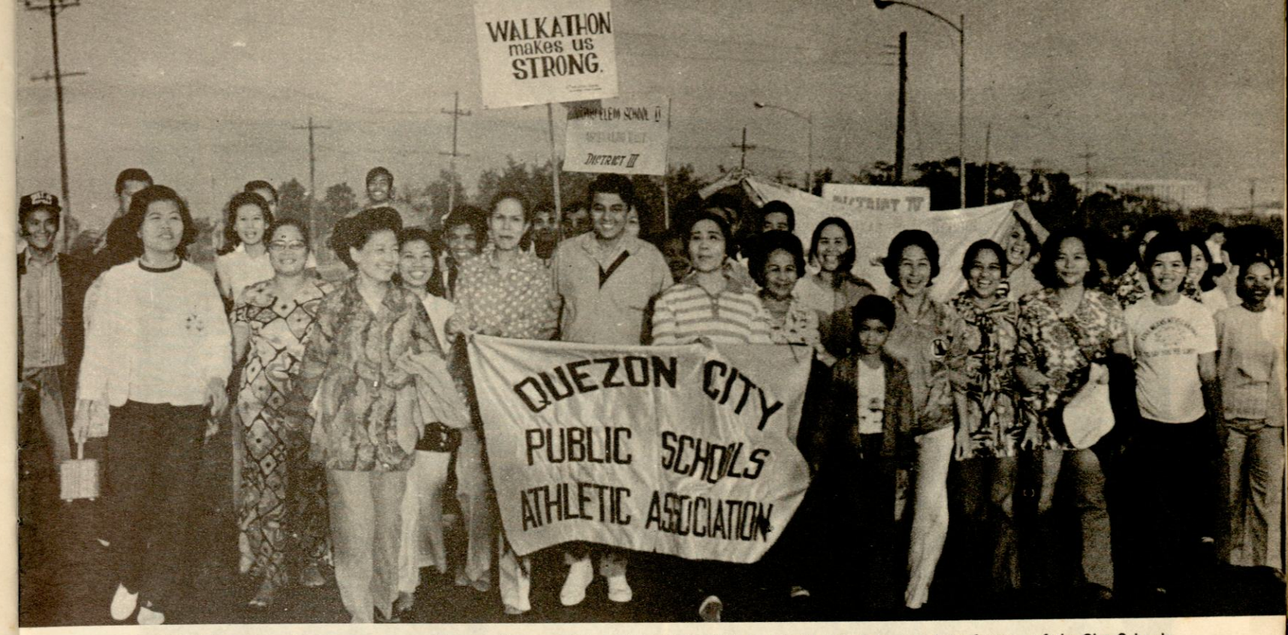
The reduced incidence of major crimes like murder, homicide, parricide, and robbery has been due to the relentless drives and raids conducted by the police against criminal elements in coordination with the PC-METROCOM and NAPOLCOM. The QCPD has been rendered more effective by the dismissal of corrupt and incompetent members, the boast in morale due to higher pay (basic pay of P500 plus free uniform), the augmentation of the police force from 966 officers and men before martial law to its present strength of 1,119, and a continuing training program to keep policemen abreast of the latest techniques of crime investigation and detection.

Not a small measure of police effectiveness can be attributed to the changed attitude of the public. While before martial law, citizens had such little faith in the police that they sometimes did not bother to report offenses against their person or property, particularly thefts, now they are cooperating wholeheartedly. Rapport with the citizens has been achieved through constant dialogues conducted by police officers with barrio and barangay officials in which they can express their problems and grievances.

The QCPD has also cooperated with the councilors and other departments in the implementation of the 4 Ks program. In fact, five policemen are detailed to each of the 16 councilors to help them in their tasks as implementors.



Assorted firearms discovered and confiscated by the police in one of their frequent raids into known or suspected lairs of criminal elements. These raids have been responsible, in a large measure, for the greatly improved peace and order condition in the city under martial law. Taking a look at the illegal hardware are Mayor Amoranto, Chief of Police Karingal, Councilors Stephen Sarino and Eduardo Paredes, City Secretary Felipe Ting, and the Mayor's PRO, Emmanuel Solis, Jr.



City officials and employees, teachers, students, and Quezon City residents join Walk for Health, which is one of the features of the City Schools Division Physical Fitness Program. Picture above shows Councilor Estanislao Alinea, Jr. and Mrs. Conmemoracion M. Concepcion, City Schools Superintendent, leading the walkathon.

While the QCPD has a total of 97 vehicles, only 37 cars in the mobile unit and 24 motorcycles in the Traffic Bureau are operational, the rest being under repair or beyond economical repair. The department has 75 radio facilities consisting of transceivers, base station radios, and handie talkies of which only 37 are operational. It has 1,028 assorted firearms of which 976 have been actually issued to police members while 47 are kept in stock. At city street intersections, there are only three operational traffic signal lights and five ready for installation.

Historic Educational Reforms

With the declaration of martial law, the educational system in the public elementary and secondary schools of Quezon City was re-oriented and steered towards new directions, resulting in historic and significant reforms that have promoted the goals of the New Society. In her Status Report, 1972-1973, City Schools Superintendent, Mrs. Conmemoracion M. Concepcion, stated:

"Radical changes had to be made in the curriculum to achieve the goals of the envisioned New Society and to speed up national progress. Classroom activities and experiences were value-oriented, work-oriented and success-oriented. Emphasis was laid on vocational and technological education and food production. The Half-Work-Half Study Scheme was implemented to instill the dignity of labor and develop habits of work among the school children. Curricular content was vitalized with the inclusion of population education, environmental education, nutrition education, cooperative education, tax consciousness education, drug abuse and addiction education. The New Constitution was taught in all subject areas, particularly in social studies from Grade I to Fourth Year in high school.

"The teaching of Character education was given deeper dimensions and stronger impetus with the declaration of Martial Law. The development of values,habits, skills, and attitudes of the New Society became the goals of instruction.

"To make the curriculum more relevant to the needs of the youth and their intense desire to get involved where the action is, the Division of City Schools embarked on a three-year community development project. Based on a project proposal submitted to the Department of Education and Culture and Malacañang authorities in October, 1972, the Division was chosen PILOT SCHOOL DIVISION IN COMMUNITY DEVELOPMENT. Its foremost aim is to effect changes, not only in the economic conditions of the people, but also in the more difficult task of reforming the people's attitudes and ways of life. It meant to overcome the obstacles to progress like the lack of self-discipline and indifference to community improvement. Through a more meaningful curriculum, its large school population of 147,000 in the elementary and secondary schools were harnessed for constructive and productive projects along four areas, namely:

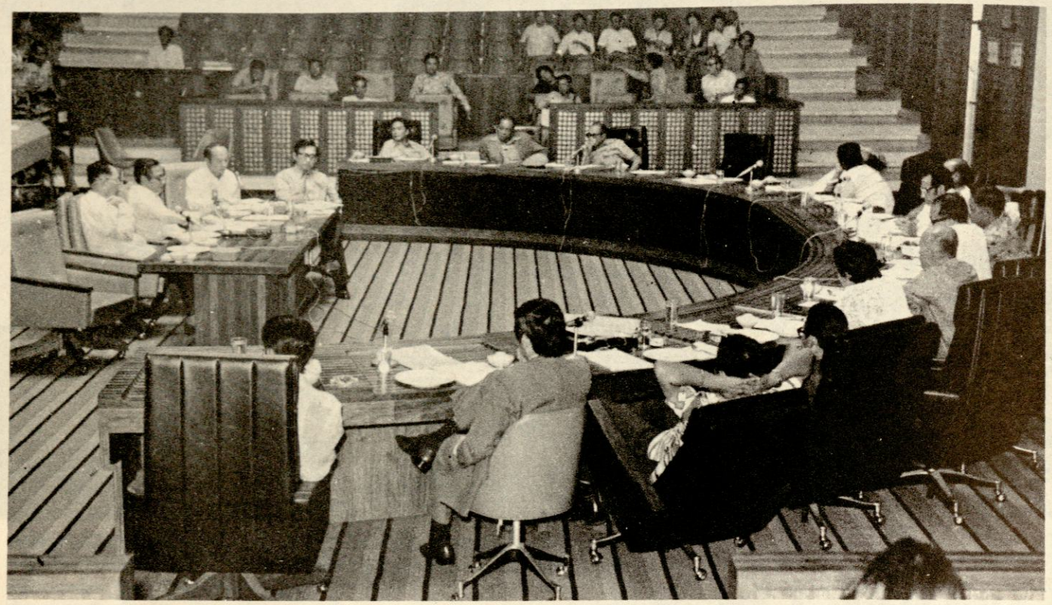
"A. Education and Information on Proclamation and the New Society; B. Food Production (Green Revolution); C. Cleanliness, Health and Sanitation; and D. Beautification and Reforestation.

"Tangible achievements in community development were:

"1. Assistance in the first referendum on January 15, 1973 through Citizens' Assemblies in which 15-year-olds voted.

"2. Holding of the first Art and Garden Cultural Show and Agro-Industrial Fair on March 12-18 1973 at the Kmauning Elementary School and Quezon City High School compound.

"3. Youth Civic Action Program (YCAP) was conducted in elementary and high schools. The certificates of participation of 3,078 volunteers and participants, composed of college students, out-of-school youth, and high school and elementary students were distributed at the closing program on May 30, 1973 at the Quezon City Stadium.



Mayor Amoranto presides over meeting of the Metropolitan Mayors Coordinating Council held at the session hall of the Quezon City Hall. The Mayor has taken an active role in the MMCC's search for solutions to problems common to all member towns and cities.

"The total school population (of 147,000) is accommodated in 64 elementary schools and 20 high schools, which are manned by 3,673 elementary school teachers and 2,038 secondary teachers bringing the total number of teachers to 5,711.

"Of the total number of 41,998 high school students, 90% are exempt and 10% are paying tuition fees. (Tuition fees are used in the purchase of classroom and vocational equipment, textbooks, repair of school buildings and facilities, etc. Total collection of tuition fees as of April 13, 1973 was P552, 452.50.)

"The Adult and Community Education Program continued to train adults and out-of-school youths for gainful employment. A total of 1,744 students from 32 organized continuing educational classes finished various vocational courses.

"Quezon City is one of the 10 pilot divisions on Population/Responsible Parenthood Education. As such it has been the object of visits by foreign and local educators like Dr. Puto Mantra, a UNESCO scholar from Indonesia and Dr. Remigio Romulo of the Bureau of Public Schools.

"To help in the task of building the New Society, its songs and hymns were taught by the teachers in the field.

"...the Division of Quezon City, which is one of the 10 pilot divisions in physical fitness, implemented its physical fitness and sports development program. This program included such activities as walk-for-health, athletics and sports which involved participation, not only by school officials and teachers, but by government employees of private firms, members of civic organizations, and out-of-school youths as well."

Sound Finances

Under martial law, with its increased need for community development funds, the Office of the City Treasurer has been mainly responsible for keeping the city government's finances on a sound basis by increasing income through intensified tax collection and prudent and judicious funding of appropriation measures and disbursement of funds for the city's public services and projects. The office is fortunate to have at its helm, City Treasurer Jesus I. Calleja whose expertise on fiscal matters has been proven when he succeeded in erasing in less than a year the P7 million deficit in the general fund he had inherited when he first assumed the office in September, 1971. This fiscal know-how is further attested by the fact that he is very much in demand at the Department of Finance where he has been helping in that office's financial studies and projects, particularly in the preparation of the recently promulgated Local Government Tax Code.

For the seven-month period, January to July, 1973, the city government's collection from municipal licenses and permit fees of P7,784,704.83 represents an increase of P3,097,446.62 over last year's collection of P4,687,258.21 for the corresponding period. (These figures do not include the collection from the different branch offices of the City Treasury).

To its task of collecting municipal licenses and permit fees, the issuance of residence tax certificates has been added. This task was transferred abruptly from the Bureau of Internal Revenue to the City Treasury through an administrative order of the Department of Finance issued in December, 1972. It has been discharging this added task without any provision for additional personnel, space and equipment. The volume of work of the Treasury people may be surmised from these figures: From January to April 1973, 6,526 aliens paid their annual registration fees, residence tax certificates were issued to 337,787 persons, and 35,672 residents paid city taxes, licenses, permit fees, and miscellaneous fees, making a total of 379,985 taxpayers served by the Taxes and Licenses Division during the above-stated four-month period which means an average of 4,418 taxpayers served daily.

It was also through the timely suggestion of Calleja that the Council enacted three new tax measures that may give an additional income of P2 million to the city for the current fiscal year. These tax measures, which become effective on October 1, the start of the fourth quarter in the payment of taxes, are a franchise tax on persons or juridical entities enjoying a franchise to do business in Quezon City, an amusement tax on tickets in amusement places in Quezon City, and a city tax on the transfer of real property within Quezon City.

Real Property Re-Assessment

Under martial law, the spadework has been completed for the increase of the city's revenue from real property taxes of about P22 million this calendar year to perhaps P50 million or more next year. As of last October 1, the Office of the City Assessor had received the sworn statements of about 80% of the owners or administrators of some 200,000 lots or parcels of land on their fair and market value including the improvements thereon in accordance with Presidential Decree No. 76 as amended by Presidential Decree No. 261. City Assessor Leonardo Cuyong and his men had to work overtime, including Saturdays and Sunday, to accommodate the late filers who rushed to beat the September 30 deadline, although statements were accepted up to 10:00 P.M. of October 1.

Good State of Health

Since infant mortality, which has gone down significantly, is the most sensitive index of the health condition of the general population, it can be said that the Capitol City is in a fairly good state of health.

Under martial law, the Quezon City Health Department has continued its year-round immunization program against cholera, typhoid, diptheria-pertussis-tetanus, and small pox. Its mettle was put to a test when a typhoid outbreak occurred last May, 1973 in La Loma. The epidemic was put under control in a month's time with the cooperation of Councilor Stephen Sarino, the barangay heads, and the residents themselves who submitted to immunization, kept their premises clean, and followed santirary rules and hygienic practices enjoined by the QCHD.

The department cooperated with other offices and departments of the city government and civic groups in the cleanliness and beautification program. Thus, it co-sponsored the Quezon City Restaurant Sanitation and Beautification Drive of the Quezon City Chamberettes.

It intensified inspection of establishments resulting in the increase of collection of health certificate fees from P176,831 in 1972 to P228,555 in 1973.

The campaign against "hot meat" by the Veterinary services resulted in a big increase in the collection of various slaughter fees, from P185,502.45 for the period, September 1972 to August 1972, to P316,400.20 for the period, September 1972 to August 1973.

The 25 health centers and eight extensions, which constitute the direct link of the QCHD to the people, continued to dispense satisfactory health services despite lack of basic medical supplies like cotton and alcohol.

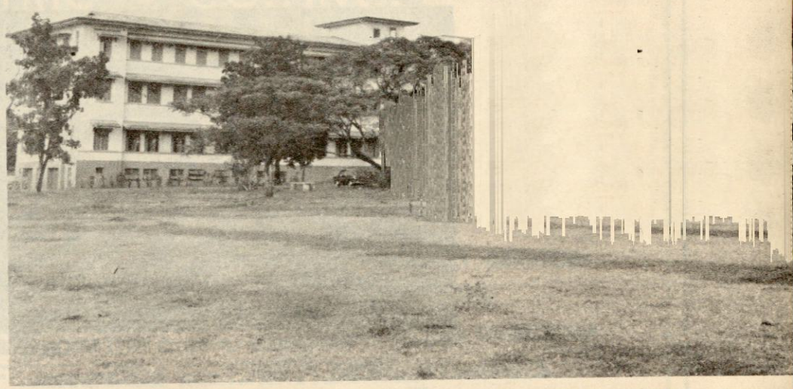
An "Operation Blood Pressure" was conducted at the Kamuning Health Center in conjunction with a drug company. People were invited to have their blood pressure checked; medicines were given to those who were found to be hypersensitive or anemic.

An important achievement of the Maternal and Child Health Division is the integration of Family Planning service in all health centers. Mobile Family Planning Clinics were opened in San Gabriel, Mendez, Sauyo, San Vicente, Cruz na Ligas, and GSIS Village. At the Roxas Health Center a Day Care Nursery was put up to take care of the children of working mothers. The MCH Division also assisted civic and religious organizations in organizing feeding centers for malnourished children.

The Local Civil Registry, which attends to birth, marriage, and death certificates, performed an extra job because of Presidential Decree No. 183 and 248 requiring the registration of all AFP reservists, from May 9 1973 to August 31, 1973. A total of 41,248 AFP reservists were registered.

Finally, the QCHD participated in the following on-going programs in the Metropolitan Area:

1) Preparation of Sanitary Code for the national government; 2) Metropolitanizing of the health services for the Greater Manila area; 3) Metropolitan Health Council; 4) Water Analysis and Control; 5) Beautification of the Pasig river; 6) Barangay meetings; 7) Civic, religious and professional meetings; and 8) Family Planning Week. —BEN O. FLORES



Barely five years old, the Quezon City General Hospital has so improved and expanded its services that only recently it obtained approval to operate on a 100-bed teaching and training capacity basis through the resolute efforts of its Director, Dr. Fe Villanueva Fernandez. The hospital is housed in the former San Jose Seminary on Epifanio de los Santos which was purchased by the city in 1966 for more than P7 million.

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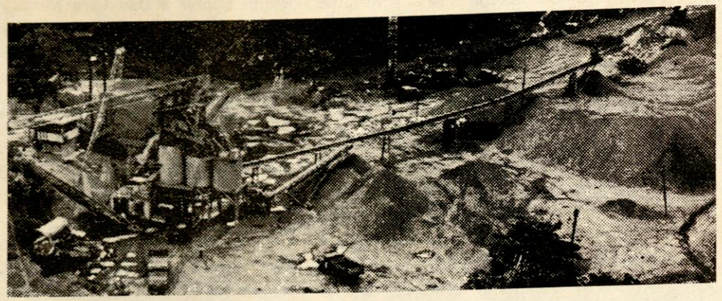

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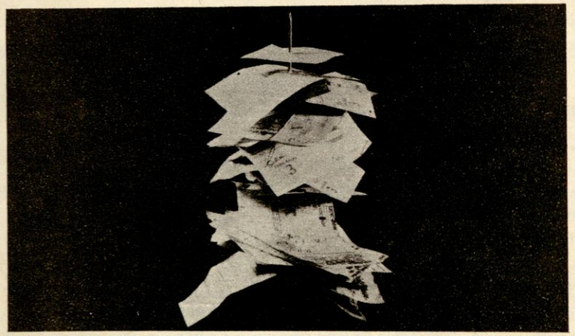

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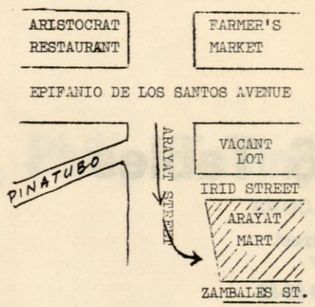

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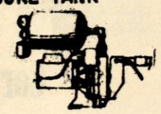

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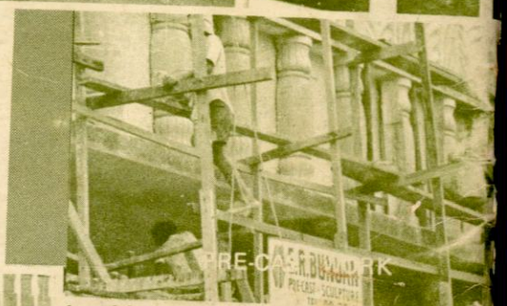
arts and sculpture



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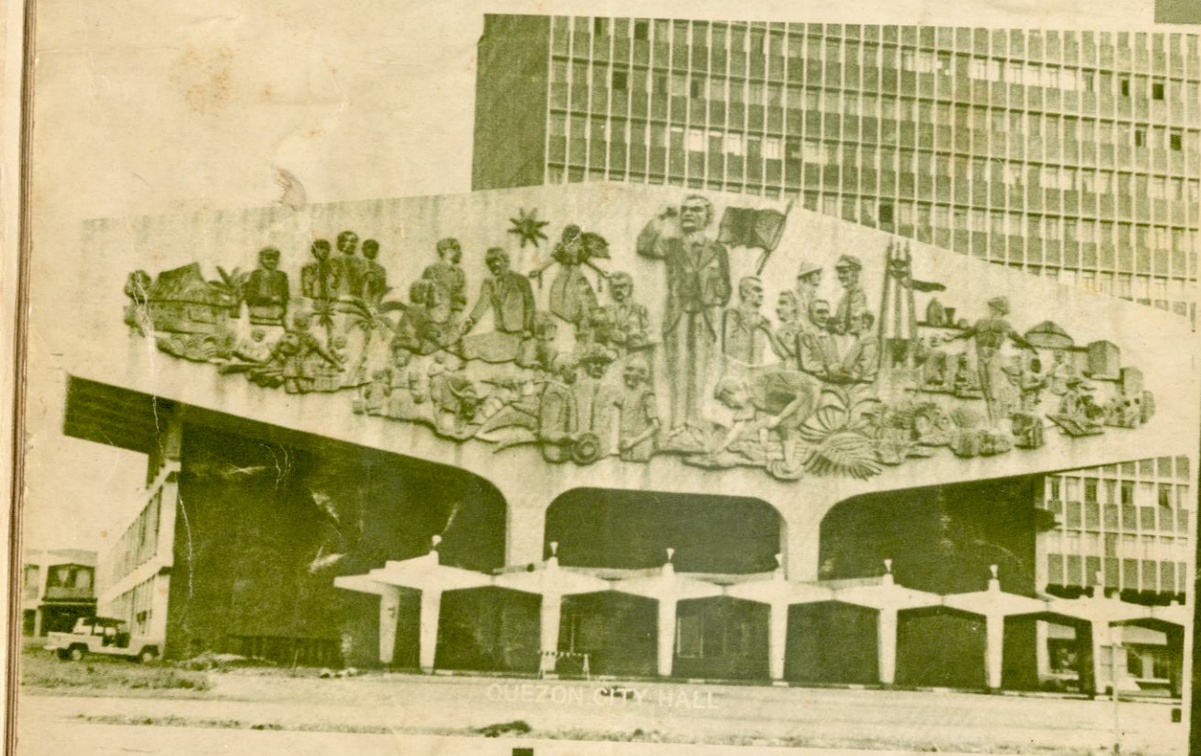

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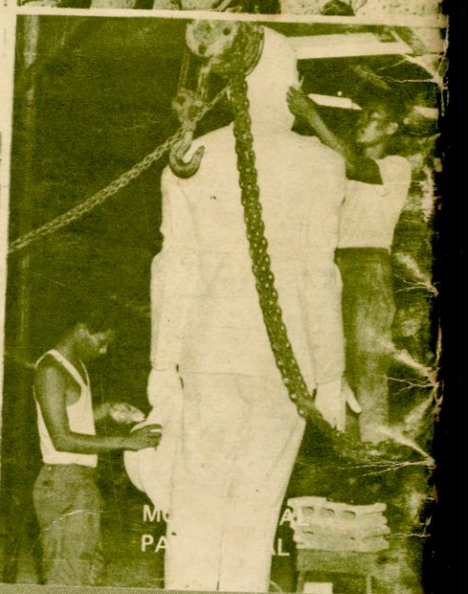

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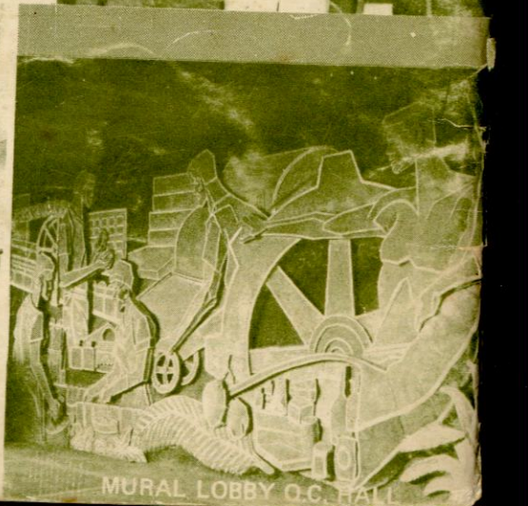

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