PAG-ARI
LUNGSOD QUEZON

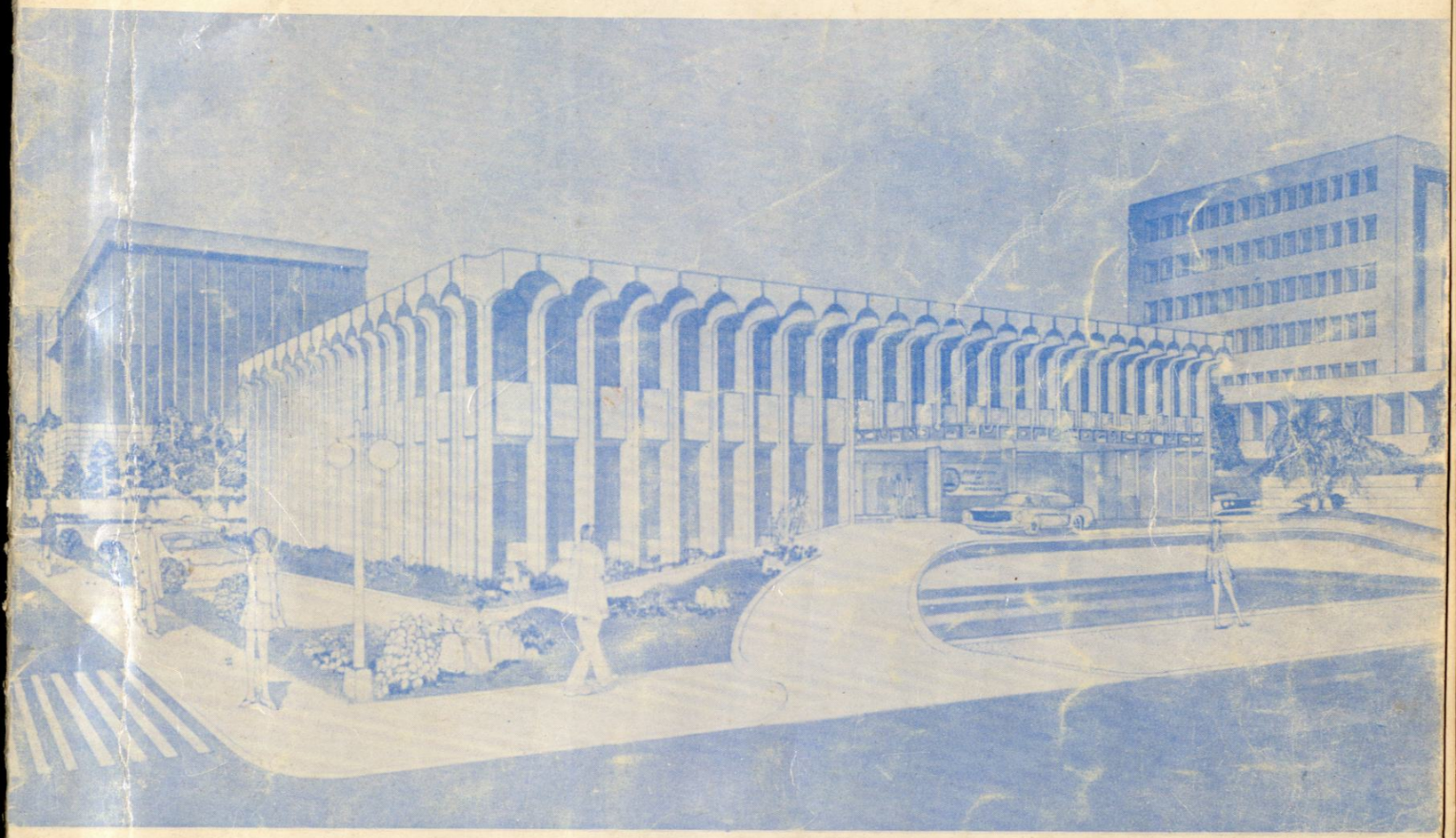
1970

31st FOUNDATION ANNIVERSARY

OCTOBER 12, 1970

OF

QUEZON CITY



PROPOSED CIVIC CENTER

of

THE FEDERATION OF WOMEN'S CIVIC ORGANIZATIONS OF QUEZON CITY

F. W. C. O. - Q. C.



Republic of the Philippines
Office of the Mayor
Quezon City





Republic of the Philippine
Quezon City
Office of the Vice-Mayor



EDITORIALS

Our heartiest Congratulations to the people of Quezon City on the 31st Foundation Day of the Capitol City.

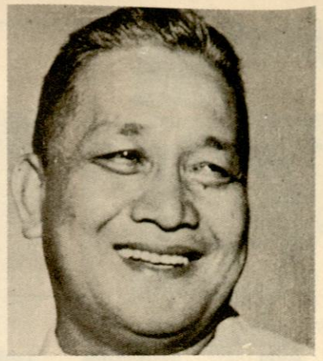
One has only to look at the beautiful and progressive landmarks in this fair city and be convinced that these imposing evidences of growth and development call for encouraging more our city government officials and the private sector to forge ahead for more achievement in the years ahead.

In this venture of nation building, everyone must always be guided by President Quezon's (17-point) Code of Ethics. If faithfully adopted, leadership in the government and private sector will certainly contribute ever more to the betterment of our life as a people in a distinguished Quezonian Way.

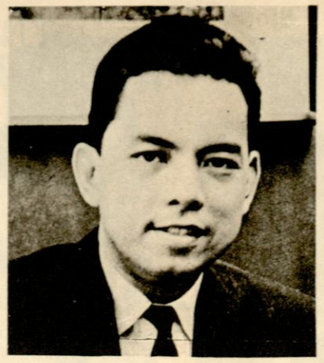
★★★

The Federation of Women's Civic Organizations of Quezon City, which came into existence several years ago, symbolizes an effort on the part of the Filipino woman to share, in some way or another in

QUEZON CITY ELECTIVE OFFICIALS



Hon. Norberto S. Amoranto
Mayor



Hon. Ismael Mathay, Jr.
Vice-Mayor





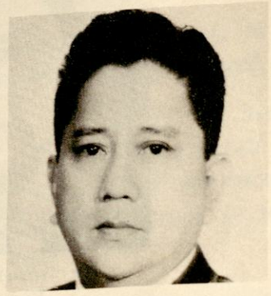




OTHER CITY OFFICIALS



Mr. Matias Reyes
City Treasurer



Eng. Pantaleon P. Tabora
City Engineer



Atty. Felicidad Peralta
City Librarian



Mr. Felipe L. Ting
City Treasurer









JUDGES, CFI



Hon. W. de los Angeles
Judge, CFI



Hon. Sergio F. Apostol
Judge, CFI



Hon. Pacifico P. de Castro
Judge, CFI



Hon. Leonor Ines Luciano







QUEZON CITY, its creation and the man Quezon

By: LEA T. CASTELO

Justice Frank Murphy said of Quezon: *"His life should be preached from every pulpit, will be taught in the schools and colleges."*

This was echoed later by the late President Manuel A. Roxas when he declared: *"His climb to fame and leadership is a tale that must be told to all generations."*

It was President Manuel L. Quezon who had conceived of the creation of a place where the working man must have a home. The National Assembly implemented that idea and enacted the Quezon City Charter on October 12, 1939, bearing Commonwealth Act No. 502. The same law likewise provided that it shall be the seat of the national government.

President Quezon was concurrently mayor of this City while he appointed the other officials. There are still a good number of this generation who knew the great statesman personally. The younger group either hear of him from those who had personal association with the late Pre-

He was restless all the time, recalls Mr. Serapio Canceran who was then his private secretary. Quezon wanted desperately to be in the thick of battle; every minute passed enveloping him with tension, suspense and anxiety. He furiously worked, unceasingly, to hasten the liberation of the Filipino people.

Quezon's physical constitution began to give way. His health slowly and cruelly weakened him but that only fired his spirit and it strengthened his drive all the more. To him every second lost could be disastruous so he proceeded without let-up on his daily work routine. But the body can only stand so much. Even then, his spirits were high and his heart was warm and yearning longing in each passing moment to be back home with his own people, to be with them in their hour of need.

In 1944, few months before our liberation from the Japanese and eighteen days before his birthday, the longing hallowed eyes closed. Mr.

THE BIRTH OF FEMINIST MOVEMENT IN GREATER MANILA

by
Mrs. ASISOLA LIM—AMORANTO
President — *Federation of Women's Civic Organizations of Quezon City*

The women of the Philippines have good reason to look back over five decades of a successful feminist movement defined as a continuous organized and systematic campaign for social and legislative changes that gave women equal political, social and economic status with men.

In August 1912, Mrs. Carie Chapman Catt, champion of woman suffrage, in the course of her tour of the Far East, came to the Philippines for the purpose of organizing a committee to work for woman suffrage in this country. Feeling that the Filipino women were not yet ready to participate actively in politics and realizing

realized the need for local groups to assist in the implementation of their plans, so women's clubs were organized in each town patterned after the Manila Women's Club in their objectives. Later, this Club initiated the idea of coordinating the activities and programs of the local clubs. A convention was called in Manila in 1920 which approved the plan of forming a federation of women's clubs. Thus the following year in June 1921, the convention formally organized the National Federation of Women's Club with various projects ahead of their plans such as nursery classes, yo

31st FOUNDATION DAY ANNIVERSARY

PROGRAM OF ACTIVITIES

OCTOBER 12, 1970

EXECUTIVE COMMITTEE

Mayor Norberto S. Amoranto ..... *Over-All Chairman*
Vice-Mayor Ismael Mathay, Jr. ..... *Over-All Vice Chairman*
Mrs. Veronica A. Ramos ..... *Executive Secretary*
Mrs. Teodora P. Ruivivar ..... *Asst. Executive Secretary*

MEMBERS

Councilor Eduardo T. Paredes
Councilor Rafael M. Mison, Jr.
Councilor Saturnino V. Bermudez
Councilor Florentino A. Lapus
Councilor Hermogenes Caluag
Councilor Alfredo A. Francisco
(Fred Montilla)
Councilor Jesus P. Perlas, Jr.
Councilor Romulo G. Lucasan
Engr. Pantaleon Tabora
Atty. Matias M. Reyes
Fiscal Justiniano Cortez
Dr. Petronio G. Monsod
Col. Tomas Kariñgal

Mr. Leonardo Cuyong
Mr. Salvador Narcelles
Atty. Arturo V. Uy
Mrs. Commemoracion Concepcion
Mr. Felipe L. Ting
Mr. Anacleto S. Madrilejo
Judge Mariano Virtucio
Judge Ricardo Tensuan
Judge Pacifico Punzalan
Judge Concepcion Buencamino
Judge Justiniano Estrella
Judge Oscar A. Inocentes
Judge Buenaventura Guerrero
Atty. Felicidad A. Peralta

OCTOBER 3
2:00 P.M — Parade of Artists
in major thoroughfares of Quezon City
Chairman — Councilor Jesus Perlas, Jr.

OCTOBER 3 — 11 — First Film Festival in Quezon City
Chairman — Councilor Tinno Lapus
Co-Chairman — Miss Liza Morena

OCTOBER 11
8:00 P.M. — Coronation Night
Social Security System Auditorium
East Avenue, Quezon City
Overall Chairman — Mrs. Asisola Lim-Amoranto
Program Chairman — Mr. Alfredo L. Lingad
Co-Chairman — Mrs. Wilma Amoranto-Sarino

OCTOBER 12
7:00 A.M. — Field Mass
City Hall Quadrangle, Quezon City
Chairman Judge Pacifico Punzalan
Co-Chairman Atty. Felicidad Peralta

8:00 A.M. — Program
City Hall Grandstand, Quezon City
Guest Speaker: Hon. Senator Gerardo Roxas
Chairman: Mrs. Commemoracion Concepcion
Co-Chairman: Judge Concepcion Buencamino

OCTOBER 19
8:00 P.M. — Awards Night
Araneta Coliseum
Chairman: Councilor Alfredo Montilla

"WHOSE SOCIAL CONCERN"



ALFREDO L. LINGAD

Since I transferred my residence in Quezon City in 1947, I found myself involved in many activities both in government and public affairs thru undertakings of trade organizations, thru Jayceeism, Lionism and thru other civic, professional and religious organizations.

In this article I want to discuss more about Quezon City, the capitol City of the Philippines. But before going any further, I say — as emphatically as I can — that every citizen and the more fortunate ones — must get outside their shells and join the movement to help solve our present community problems. We must use some of our funds, our expertise and our knowledge to help build our city. I believe that if we want a peaceful, clean and healthful society, we must come to grip with the present problems facing our community and do something about them in a constructive way.

I would like to offer some suggestions based upon my experiences and observations of the past 23 years in Quezon City, which I hope will get others... to thinking about what they as individuals or as a group can do to resolve some of our city's problems.

Let us talk first about Quezon City. On October 12, 1939, Quezon City was created by Commonwealth Act No. 502. The birth of the city was contained in the original plan of the late President Quezon to provide decent homes on unexpensive lots for the landless and working class of Manila.

A continuous construction of buildings and houses, network of highways and roads have come to settle in the city since after 1945.

Now, Quezon City is a vast, vibrant, commercial and industrial center, and a picturesque and beautiful city. In short, Quezon City is the best investment prospect in the Philippines.

The size of this Capitol City is more than five times the size of the City of Manila. Population is increasing not only of the influx of provincial residents but also the place absorbs the excess population of Manila. The encouragement of such influx is due to the stability, moral, political and material security of the residents.

The mayor of Quezon City is His Honor, Norberto S. Amoranto who was first appointed and subsequently elected thrice. Now on his 16th year as Mayor, he has done the biggest role in the development of this fair city.

The income has reached almost P32,052.816.55 as of June 30, 1970 from hardly P1,672,877.50 in 1949-50. His administration is marked with achievements such as the increase and improvement of roads, schools, hospitals, parks and bridges and other public improvements.

The Vice Mayor is Hon. Ismael Mathay, Jr. who was elected in 1967 and is equally dedicated and a promising worthy leader.

The Council consists of eight elected councilors, namely in the alphabetical order: Hon Saturnino V. Bermudez. Hon. Hermogenes Caluag, Hon. Alfredo Francisco, Hon. Florentino Lapus, Hon. Romulo G. Lucaban, Hon. Rafael M. Mison, Jr. Hon. Eduardo T. Paredes and Hon. Jesus Perlas, Jr.

This is for the information of foreign investors. On labor — technological and technical training are continuously conducted by government and private sectors. Wages are calculated on hourly, daily, or monthly rates. Banking is easy and faster because of many banks in the city with spacious parking areas. Power, water and communications offices are accesible. Telephone services are being expanded according to PLDT. Bus routes are served by several bus companies with wide roads either cemented or asphalted. The city has 15 Lions clubs, 2 Rotary clubs, 2 trade organizations, 1 Jaycee organization, 2 bar associations, 1 federated Women Civic Organization, Kiwanis Club and many organizations trying to serve the people on their needs.

Quezon City is ideally suited for commercial and industrial sites. Examples of industries which have successfully thrived are textiles, plastics, metal products, toys, footwears, soft drinks, paper products and other categories of light industries and various commercial stores. Latest is San Miguel Corporation Magnoli a plant.

If you are interested in setting up a commercial or industrial operation, the Office of the Mayor will do everything possible to see that you obtain the specific information you need.

After picturing to you in brief about Quezon City, let's now look to what we can do to resolve some of our major community's problems.

Let's talk about zoning program to ensure a balance of industrial, commercial, social and public requirements. A zone commission must be composed of men in the know. We have good Filipino experts who are well-recognized abroad who can help us along with this. A centralized body must be established solely to study and approve building permits strictly adhering to an approved zone-plans.

There are no less than fifteen departments in the City government. A study committtee covering each can be created. Each can be composed of about 5 to 6 members who are experienced in their respective fields. Each committee will study present operations. study possible solutions to problems encountered. Said committee must study further to take necessary steps to do something for a long range and effect new methods or system. The chairman of the various committees will compose the "Super-study Advisory Group". The functions of this group is to evaluate the recommended measures. If recommendations are found realistic and implementable, said group will recommend these to the Mayor for action.

While our government officials need not be defensive about many things in the City Hall's operation, I think it can be fairly stated that once the citizens respond favorably to participating in any undertaking such as garbage collections under a good and efficient department or section head, such undertaking can be successfully done.

Everybody knows that the government alone cannot meet all the needs of our citizens. The citizens must therefore help the government. The government can interest its citizenry in the study phase and in the final implementation.

Turning to the question of developing further the

(Turn to page 18)

COMMITTEES OF THE CORONATION NIGHT AND OF THE SOUVENIR PROGRAM

Over-all Chairman — MRS. ASISOLA LIM-AMORANTO
Members: — All Committee Chairmen and Federation Officers

Program Committee

Chairman ..... Mr. Alfredo L. Lingad
Co-Chairman ..... Mrs. Wilma Amoranto-Sarino
Vice-Chairman .... Mrs. Teoficacion D. Bermudez
Members: — Mrs. Porcia de Vera
Mrs. Arminda Espenilla
Mrs. Rosario Reyes
Mrs. Ramona Dimaiisip

Physical Arrangements Committee

Chairman ..... Architect Luciano Aquino
Co-Chairman ..... Mrs. Rogelia Aquitana
Members: — Mrs. Lourdes Rances
Mr. Silverio Cruz
Mrs. Leoncia Floresca

Reception Committee

Chairman ..... Fiscal Lea T. Castelo
Co-Chairman ..... All Club Presidents

Committee on Refreshments

Chairman ..... Mrs. Lourdes Vergara
Co-Chairman ..... Mrs. Salud Canzon
Vice-Chairman .... Mrs. Ligaya Reyes
Members: — Mrs. Esperanza Villamante
Mrs. Teodora Acabado
Mrs. Jovita Rosauro
Mrs. Elisea M. Dimaano
Dra. Josefina Gutrierrez
Mrs. Beatriz Vda. de Pablo
Mrs. Theresa del Rosario
Mrs. Julita Arrogante

Invitation Committee

Chairman ..... Mrs. Atanacia O. Dorado
Co-Chairman ..... Mrs. Arsenia J. Maximo
Vice-Chairmen ..... Mrs. Rebecca Amoranto de Liaño
Mrs. Josefa Bermudez
Members: — Mrs. Rosemarie Amoranto
Mrs. Cecilia Antonio
Mrs. Julie Inciong
Mrs. Irene Sempio
Mrs. Rufina Navasca

Committee on Ribbons

Chairman ..... Mrs. Ramona Dimaisip
Co-Chairman ..... Mrs. Rosario Reyes
Vice-Chairman .... Mrs. Cleothilde Diamonon
Members: — Mrs. Victoria Taccad
Dra. Josefina Gutierrez

Corsage and Leis Committee

Chairman ..... Mrs. Pastora Flores Bueno
Co-Chairman ..... Mrs. Lydia Perocho
Vice-Chairman .... Mrs. Josefa Bermudez
Members: — Mrs. Cleothilde Diamonon
Mrs. Antonia Palumbarit

Sound Facilities Committee

Chairman ..... Mrs. Leonor Sibayan
Vice-Chairman ..... Mrs. Elisa M. Dimaano
Member: — Mrs. Esperanza Villamante

Plaque and Awards Committee

Chairman ..... Mrs. Adoracion Catolico
Vice-Chairmen ..... Mrs. Forcia de Vera
Mrs. Julita Arrogante

Security and Peace and Order Committee

Chairman ..... Col. Tomas Karingal
Vice-Chairman ..... Col. Epifanio Canzon
Members: — Col. Teofilo M. de Guzman
Capt. Carlos S. Tan

Committee on Prizes and Trophies

Chairman ..... Mrs. Angela Rivera
Vice-Chairmen ..... Miss Leonor Z Ostil and
Mrs. Eriberta Calvario
Members: — Mrs. Beatriz Vda. de Pablo
Mrs. Perla S. Ulangco

Souvenir Program Committee

Chairman and Editor Mr. Alfredo L. Lingad
Editorial Assistant Mrs. Arminda Espenilla
Members & Staff All Federation Officers and Directors

Patrons and Sponsors Committee

Over-All Chairman .. Mrs. Arsenia J. Maximo
Vice-Chairman ..... Dra. Finaflor Tan
Dept. Chairmen .... Atty. Luciano M. Dominguez
Architect Luciano Aquino
Mrs. Atanacia O· Dorado
Dr. Orlando Sarmiento
Dra. Fe Villanueva Fernandez
Mr. Bert Galarpe

Advertisements for the Souvenir Program Committee

Dept. Chairmen .... Mrs. Virginia N. Velez
Mrs. Porcia de Vera
Mrs. Salud Canzon

Publicity Committee

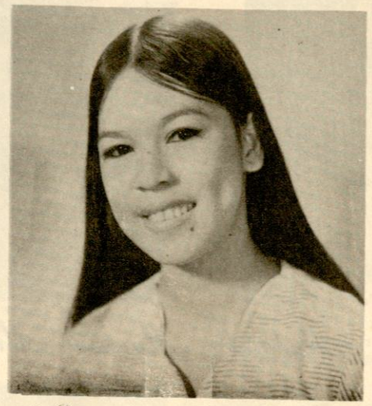
Chairman ..... Mr. Jose O. Burgos, Sr.
Co-Chairman ..... Mr. Florentino P. Marfil
Vice-Chairman ..... Mr. Ben Flores

Radio and TV Promotions Committee

Chairman ..... Councilor Florentino Lapuz
Co-Chairman ..... Mr. Alfredo L. Lingad

"Miss Quezon City of 1970"

AND THE MEMBER OF HER COURT...



Cristina Molina
Miss Quezon City '70



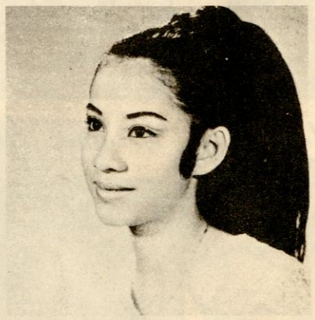
Teresita Chua
Miss Federation,
1st Councilor District



Melinda Dimaano
Miss Federation
2nd Councilor District



Norma Riparip
Miss Federation,
3rd Councilor District



Rosalina De Dios
Miss Federation,
4th Councilor District

OTHER BEAUTIES



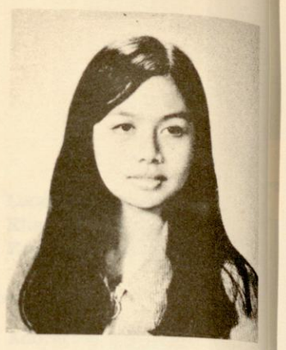
Erlinda Perocho



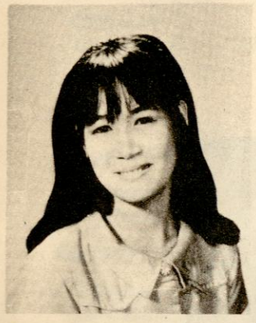
Teresita Mabutol



Marissa Mendoza



Ruth Espenilla



Elena del Rosario



Bernardilla Oarde



Bernadette Ramos



Milagros Villamante



Rosalia Salvatierra



Cristina Galang



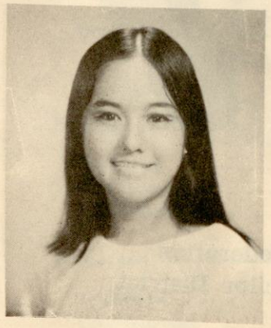
Teresita Paule



Irma Lacap



Susan Terrado



Rosemarie Duque

OFFICERS AND DIRECTORS FOR 1970-71
FEDERATION OF WOMEN'S CIVIC ORGANIZATIONS OF QUEZON CITY



Mrs. Asisola Lim-Amoranto
President



Mrs. Teoficacion Bermudez
1st Vice President
2nd Councilor District



Mrs. Porcia de Vera
2nd Vice President
3rd Councilor District



Mrs. Ramona Dimaisip
3rd Vice President
1st Councilor District



Mrs. Cleothilde Diamonon
4th Councilor District



Fiscal Lea T. Castelo
Secretary



Mrs. Arminda Espenilla
Asst. Secretary



Mrs. Soledad Gamboa
Treasurer



Mrs. Elisa M. Dimaano
Asst. Treasurer



Dra. Josefina Gutierrez
Auditor



Mrs. Adoracion Catolica
Bus. Manager



Mrs. Arsenia Maximo
Director



Dra. Finaflor Tan
Director



Mrs. Angela Rivera
Director



Mrs. Julita Arrogante
Director



Mrs. Irene Sempio
Director

Mrs. Eugenia G. Puyat
Adviser

Mrs. Genara S. M. de Guzman
Adviser

CLUB PRESIDENTS OF MEMBER ORGANIZATIONS OF THE FEDERATION OF WOMEN'S CIVIC ORGANIZATIONS OF QUEZON CITY



Dra. Josefina Gutierrez
Capitol Women's Club



Mrs. Beatriz Vda. de Pablo
Balintawak Women's Club



Mrs. Elisea M. Dimaano
Balong Bato Ladies Assn.



Mrs. Jovita Rosauro
Bagong Bantay Ladies Assn.



Mrs. Theresa del Rosario
Gulod Women's Club



Mrs. Arminda Espenilla
Gen. Roxas Women's Club



Mrs. Angela Rivera
Cubao Ladies Club



Mrs. Rebecca Amoranto de Lia
Central Diliman Women's Cl



Mrs. Arsenia Maximo
Novaliches Ladies Assn.



Mrs. Adoracion Catolico
Murphy Women's Club



Mrs. Rosemarie Amoranto
La Loma Ladies Assn.



Mrs. Julia Arrogante
Kamuning Women's Club



Mrs. Porcia de Vera
Proj. 4 Women's Club



Mrs. Josefa Bermudez
Proj. 2 Women's Club



Mrs. Irene Sempio
Proj. 2 Ladies Assn.



Mrs. Ramona Dimaisip
Paltok Ladies Assn. and
Paltok Rural Imp. Club



Teoficacion Bermudez
roj. 7 Rural Imp. Club



Mrs. Cleothilde Diamonon
Proj. 8 Women's Club



Mrs. Rufina Navasca
San Gabriel Ladies Assn.



Fiscal Lea T. Castelo
QC Women's Club



. Genara de Guzman
FDM Women's Club



Mrs. Pastora Flores Bueno
Sto. Cristo Women's Club



Mrs. Rosario Reyes
Sta. Mesa Heights



Dra. Finaflor Tan
Tandang Sora Ladies Assn.



Mrs. Lydia Perocho
tholic Women's League



Mrs. Virginia N. Velez
United Homeowners Ladies Club



Mrs. Leonor Sibayan
Samahan ng Kababaihan



Mrs. Esperanza Villamante
Piñahan Women's League



Mrs. Atanacia O. Dorado
Proj. 6 Ladies Assn.



Mrs. Teodora Acabado
Malaya Women's League

Other Club Presidents and their Clubs

(Note: Club President's Pictures not submitted)

Mrs. Marita Acosta
agong Pagasa Women's Club

Mrs. Athena Alqueza
Cubao Ladies Club

Mrs. Antonia Polumbarit
Kamuning Ladies Assn.

Mrs. Eriberta Calvario
Santol Women's Club

Mrs. Cecilia Antonio
Pansol Ladies Assn.

Mrs. Aurora Mejia
Proj. 6 Rural Imp. Club

Mrs. Cecilia San Agustin Dioso
Proj. 8 Rural Imp. Club

Mrs. Soledad Macapagal
San Jose Ladies Assn.

Mrs. Teresita Bunag
Proj. 3 Women's Club &)
Proj. 3 Rural Imp. Club)

Mrs. Victoria Taccad
South Sta. Mesa Ladies Assn.

Mrs. Caridad Puzon
Proj. 2 Rural Imp. Club

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Mr. Leonardo Amores
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Laureano Benitez
Col. Pablo Bautista
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Dr. & Mrs. Salvador Busuego
Councilor & Mrs. Saturnino Bermudez
Mr. & Mrs. Delfin Cruz
Councilor & Mrs. Hermogenes Caluag
George Sta. Cruz
Champion Field Mills
Mr. & Mrs. Magno Cabreros
Mrs. Santos Castillo
Mrs. Salvacion Ching
Tony Chua
JE Consunji
Berto David
Daniel David
Danny
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Golden House Commercial
Atty. & Mrs. Rodolfo de Guzman
Miss Esperanza Hilado
Atty. & Mrs. Daniel Hidalgo
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Boy Jose
Mr. Jose Isidro
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Dra. Maura de Jesus
Valerio Jesus
Atty. Augusto Kalaw
Senator Eva Estrada Kalaw
Miss Rosa Kalaw
Ting Lee Kwa
Councilor & Mrs. Florentino A. Lapuz
Dr. & Mrs. Greg Lim
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Leader Automotive Supply
Leonor Brand Repacking
Mr. Rodolfo Lejano
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Medalist Enterprises
G. Miranda Motor Works
Vice Mayor & Mrs. Ismael Mathay, Jr.
Mr. Jose Magno
Mr. & Mrs. Juan Mapua
Mr. & Mrs. Mamerto S. Miranda
Col. Pedro Mendoza, Jr.
Mayon Scrap Merchandising
Neayon
National Orthopedic Nurses Association
New Quality Products
Oceanic Glass
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PACMAC
Councilor & Mrs. Eduardo Paredes
Mr. Alberto Poblete
Mrs. Edna Perez
Mr. & Mrs. Eufenio Perez
Councilor & Mrs. Jesus Perlas, Jr.
Miss Lourdes Perocho
Mr. & Mrs. Pedro Pagdanganan
Pacific Packaging Corporation
Perlas Production
Dr. Rodolfo R. Perocho
Mr. & Mrs. Danny Pacol
Jessie Peralta
Q. C. Capital Amusements
Mr. Alfredo Rosauro
Mr. & Mrs. Ambrosio Riparip, Sr.
Mr. & Mrs. Angel O. Rive
Mr. & Mrs. Antonio Roxas
Dra. Conchita Dumlao Rip
Dr. & Mrs. Elisa Roque
Romago Electrical
Mrs. Gloria Recaborda
Joe P & Rony J.
Mr. & Mrs. Maurico Reye
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Mr. Roberto Reyes
Sis. Carmelina Suplido
Mr. & Mrs. Conrado Senu
Mr. & Mrs. Feliciano Sarm
Mr. & Mrs. Larry Sy
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Mrs. Rosa L. Vda. de Susa
Solaman Press
Lt. Col. Singson Subido
Lt. Col. S. Sebastian
Don Tomas Susano Market
Engr. Vicente Soledad
Erning Tisoy
Atty. & Mrs. Espiritu Taga
Mr. Felipe Ting
Taggat Industries Inc.
Mr. Jose Tuazon
Judge Tensuan
Tomas Lechon
Luz Taganas
Tableria Oro — Mr. & Mrs
Ten Pins Bowl (Mike Gerr
Universal Robuna Corpora
Miss Lina Villaroman
Mr. & Mrs. Manuel Vizco
Vibar Motors
Mr. Reynaldo Villano
Mr. Ricardo Villareal
Weldon Construction
Mr. Fritz Weldemeyer, Sv
Benny Y. Young
Mr. & Mrs. Nemesio Yab
Antonio Zuzuaregui
Tony Zumannui
Mr. & Mrs. Lacanieta
Mr. & Mrs. Eddie Serran

"WHOSE SOCIAL CONCERN" . . .

city into industrial and commercial zone, the Administration can play a major role in offering realistic incentives. The Program must be geared to attract more business entrepreneurs to come and invest in the city. The program must include establishing industrial parks. This particular plan can not be realized in one or two years, but it is worth starting now and not later.

To those volunteers and well-meaning government leaders, let us not recoil from pushing through a project once it is started.

I should like to add that the administrators of our city must consider their roles now and in the years ahead based within a prepared blueprint. We must not entertain the idea of having "Business as Usual". I suggest we must expand our area of concern so that we will come to grip with our community problems. must not "be too damn busy for our own alone" an nore the many problems that are facing our Comm We must be willing to do our proper share in the s gle for a better Community. I believe that withi there is the desire and the will to start a move fo cial change and improvement provided the govern will open a meaningful dialogue with its citizenry.

Whose Social Concern? The question is acad when it is addressed at our more fortunate citizens question begins to make sense only when governme ficials initiate clinical policy investigation and app and will begin to devote the intellectual effort and lytical self-search which are demanded by the ques "Whose Social Concern?" ■

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THE BIRTH OF FEMINIST MOVEMENT IN GREATER MANILA

short lived undertaking tedious jobs for women's welfare with adult education given more emphasis by the then president Mrs. Vicenta Duran. Of course Dr. Alejandra Garcia succeeded Mrs. Duran who went to retire in the province but then too, taught the people and ladies of her place culinary, food production and to the younger set sewing and dressmaking only to be loved and remembered by her people when she succumbed to the Almighty. She left a monument of civic success to those whom she had come to cherish, love and serve for the welfare of women. Mrs. Mercedes de Joya became president of the Federation in 1959 but because her aging husband had been too sick every now and then and for wanting to meet more successes in the history of the Federation, she resigned making Mrs. Genara de Guzman succeed her in 1966. Of course the wide experience of Mrs. de Guzman here and abroad caused her to implement broader knowledge, meeting club women in the United States and Europe thus promoting friendship and good will for the Filipino people through exchange visits, travels, letters affiliations to international organizations, representatives in international conferences and social activities for foreign visitors. Four years of hard labor was assigned to Mrs. de Guzman and on February, 1970, your humble servant and mother to all Quezon City residents was unanimously elected to be at the helm of a promising organization. For this reason as president of this big group and in behalf of the Federation and of my own, I beg to appeal to all lady presidents, officers and members of the organization in general and to the Quezon City residents in particular to help one another in all aspects of life and work if we want our city to prosper if not to be great as we want to dream of. Today the Federation is engaged in putting up its own building which will in days to come render service to humanity in various modes of livelihood. ■

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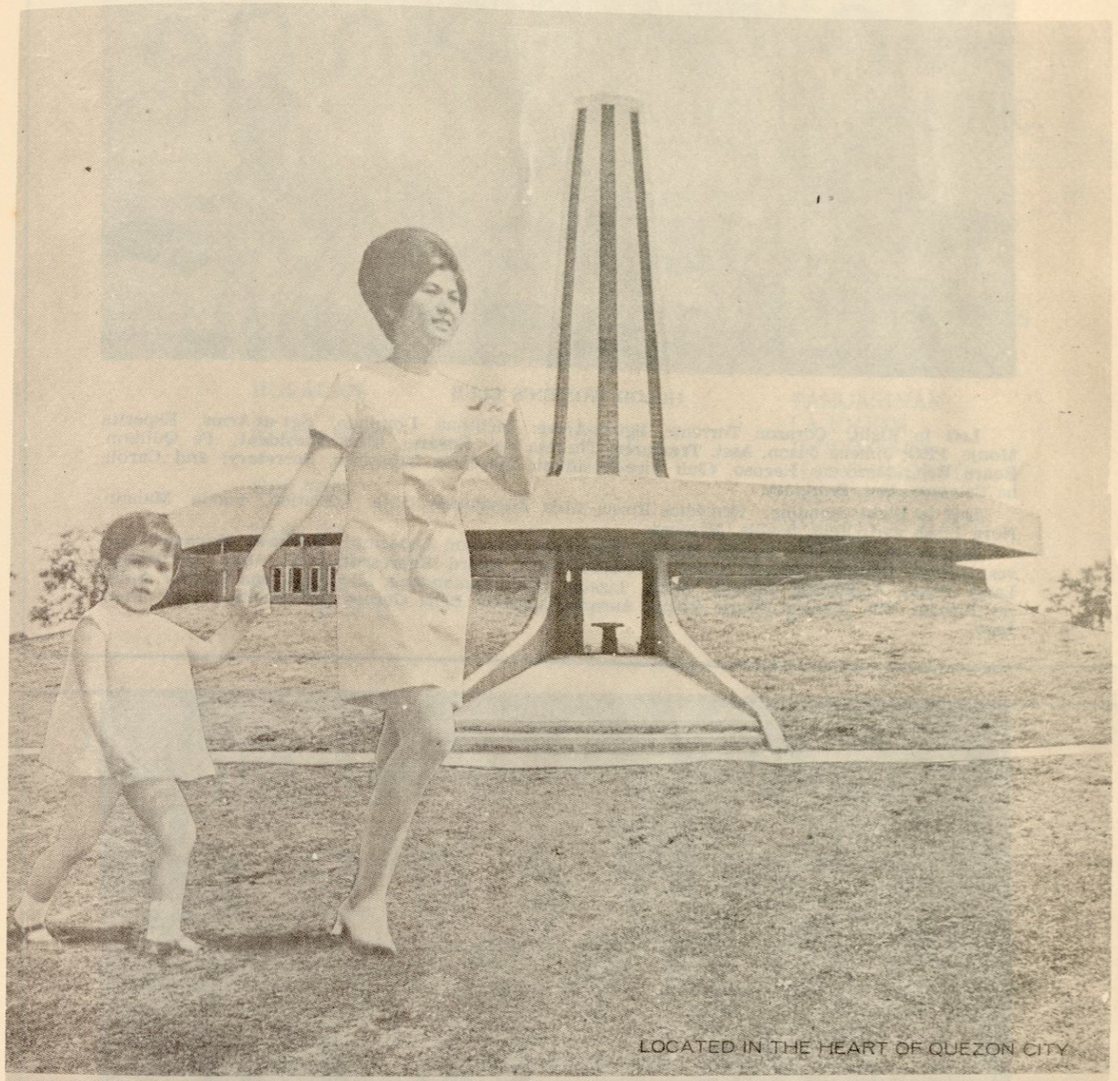

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Acknowledgement

This souvenir publication contains the valuable records of our fair Capitol City, the program of activities of the Federation of Women's Civic Organizations of Quezon City and the highlights of the 31st Foundation Day Celebration.

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