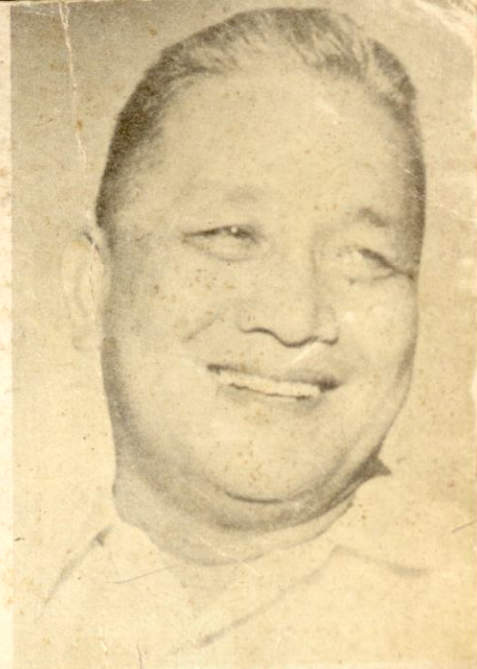


1972
President of

QOPL
(Rymer section)

THE QUEZON CITY OF TODAY

President of



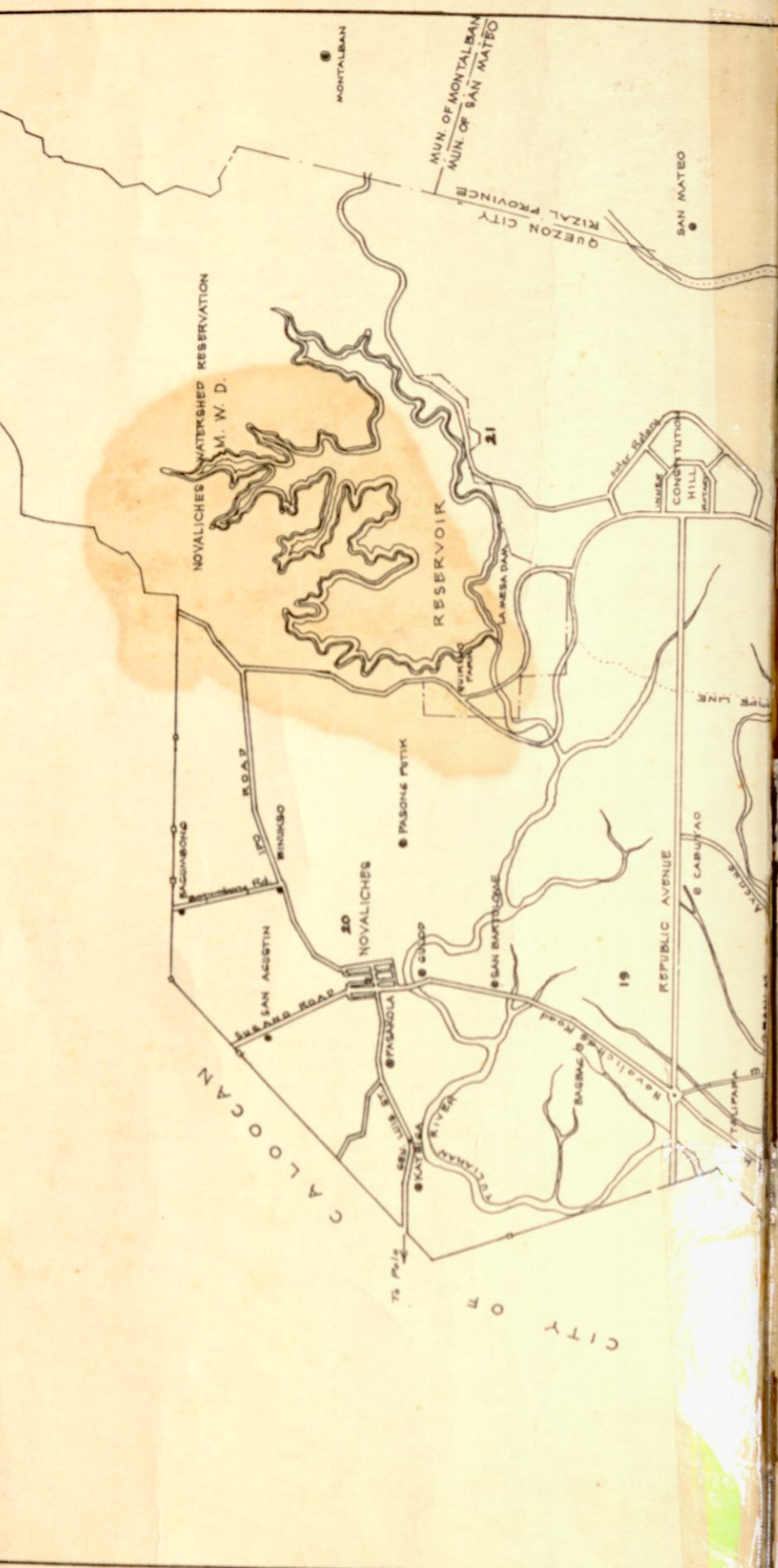
Mayor N. S. Amoranto



The Four Districts of OC. p. 22

QUEZON CITY HALL

Map of
QUEZON CITY
 Showing
 Existing & Proposed
 Road Systems
 Scale 1:40,000



INTRODUCTION

Quezon City, only 33 years old, is one of the biggest cities in the world, both in area and population. It has an area of 88.1 square miles or 153.60 square kilometers, making it 20 times bigger than Wake Island or the principality of Monaco and over 400 times bigger than the Vatican City.

It has, as of today, a population of more than 800,000, the bulk of which is the middle class living in the city's government-developed low-cost housing projects. More than any other city in the Philippines today, Quezon City can lay claim to having the highest literacy rate, topping that of Manila. In most of its districts, the houses are adorned with TV and stereo sets, refrigerators and other modern home appliances, indicating advances in the people's standards of living.

In much of what was once grassland or hilly terrain, industrial and commercial complexes rose. At least eight government housing projects were developed in various parts, in addition to plush subdivisions put up by the private sector. Here, an estimated 30,000 to 50,000 people commute daily to their jobs or the city's premier shopping centers or supermarkets on buses or in cars.

Cubao, which is Quezon City's most developed district, is the nerve center of activity. It is a city within a city, blinking in the evening with huge neon lights and throbbing at daytime with traffic and shopping chores. Nine first class theaters and the world's largest dome coliseum are located in the area, thus making it the entertainment center. Banks stand almost door to door along both sides of Aurora Boulevard, which cuts through Cubao, from Manila.

That Cubao is the city's shopping paradise is evidenced by the large crowd of shoppers

who make the cash registers ring every minute in many a department store. Shoe stores, displaying the latest styles by Marikina's shoemakers, have enriched Cubao as one of the nation's top trade centers.

Gourmets find Quezon City a haven. First-rate restaurants have sprouted in busy districts, notably Cubao. Customers not only find the cuisine excellent; they also enjoy bigger parking spaces offered by many of the food establishments.

In early Liberation, Quezon City was a city of contrasts. High-rise buildings stood side by side with nipa-thatched houses. This was particularly true during the initial development of the Cubao area. With the purchase of the sprawling Araneta coliseum site by the wealthy Araneta family, development of the place went into high gear. Makeshift stores were constructed in new industrial sites. Some roads were paved or asphalted but many were in deplorable state.

In time, however, the development pace became regular and uniform in all districts, giving rise to a construction boom.

To its credit, the People's Homesite and Housing Corporation played a major role in the development of Quezon City. It was responsible for the development of various housing projects — Projects 1 (Roxas Homesite), 2, 3 and 4 (Quirino District), 6, 7 and 8 and the GSIS Village. These projects drew the most number of government employees for whom low-cost homes were built.

Over the years, these projects have slowly changed face as dwellers have since constructed two-story homes or apartments in place of their original duplex or row houses.

Today, Quezon City is well on the road to full development, with its kinetic Mayor Norberto S. Amoranto and a liberal-minded city council providing the needed direction. Educational institutions are slowly moving over to the city as their campuses in Manila are getting congested. There is also a shift of factories and banks to Quezon City.

The city, for years known only as a suburb of Manila, is now earning its title as the true capital of the Philippines.



QUEZON MEMORIAL MONUMENT

Its government constantly works to create newer, wider, more concrete roads and major highways, stronger bridges and more modern buildings. It works to safeguard and promote factories and business establishments and at the same time to combat the growing menace of air and water pollution — a modern evil.

Hemmed in by the cities of Manila and Caloocan, and Rizal province, Quezon City seems to squeeze itself upwards. That is how it looks like on the map — its traffic as buzzing as Manila's. In reality, its land is not as plain as it looks, and its history does not show its young years from birth to capitalhood.

Quezon City was officially founded on October 12, 1939, under Commonwealth Act No. 502. Its area is five times bigger than Manila's. Originally composed of five districts, it has now twenty-one, namely: Central, Roxas, Galas, Santol, Cubao, New Manila, Murphy, Diliman, Sta. Mesa Heights, San Jose, La Loma, San Francisco del Monte, Quadrangle, Bagong Bantay, Balintawak, Tandang Sora, San Bartolome, Novaliches, Capitol, Kamuning and Quirino.

Its terrain rolls, highways slicing through it. It offers wider roads, more residential houses on top of hills and subdivisions, smoother flow of traffic, and less polluted air.

The late President Manuel L. Quezon was right to envision a city that is capable of growth; but since growth is contained on all sides, the trend is shaping and clearly shaping upwards.

Under the city plan, 62 per cent of the whole city area is for residential, commercial and industrial uses; 14 per cent for roads and parkways; 14 per cent for government and public uses; 7 per cent for parks and open spaces; and 3 per cent for agriculture.

Quezon City's real estate today is one of the country's most expensive.

Quezon City offers first class movie houses, department stores and supermarkets; recreation and athletic centers; as well as educational centers which are some of the country's best. It is now becoming the seat of the national government. And just recently, the Constitutional Convention moved to the new City Hall,

occupying the 12th, 13th and 14th floors. If the original plan is pushed through, Congress may be transferred to Constitution Hill, as envisioned by the late President Quezon.

Now the problem is history repeating itself. Quezon City must brace itself for certain future problems, like noise, heavy traffic, dirt and smog overpopulation — in short, the dangers from new names like ecology, and old dangers like population explosion. These problems cannot be avoided. They must be faced, not only by the city officials — like the mayor, the vice mayor, the city councilors, the departments heads — but by all inhabitants.

After all, Quezon City is the Capital City of the Philippines. It is really growing, and ecology is the talk even in the higher echelons of government and society.

History

The establishment of Quezon City was conceived by President Quezon after the creation of a community for laborers, known as barrio Obrero, in what is now Kamuning district. He thought of a city that was to be the seat of the national government, to be patterned after Washington, D. C.

Quezon's dream became a reality when the National Assembly enacted the Quezon City charter, tagged as Commonwealth Act No. 502. Quezon City was created officially on October 12, 1939 and was inaugurated 10 days later.

President Quezon first assumed the duties of mayor—from October 12 to November 4, 1939. He later designated Tomas B. Morato, then the chief of police, as city mayor.

The first city council was composed of Vicente Fragante, then secretary of public works, who also assumed the duties of vice mayor and city engineer; Dr. Eusebio Aguilar, then director of health who also performed the duties of city health officer; Jose Paez and Alejandro Roces.

Other officials appointed by President Quezon were Pio Pedrosa, as city treasurer; Emilio Abello, city attorney; Jake Rosenthal, city assessor; Perfecto Palacio, judge of the municipal court; Amado Amador, judge of the court of first instance; and Capt. Sabino de Leon,

police chief, in place of Morato.

The late City Judge Damian L. Jimenez, who was then justice of the peace of Calauag, Quezon, was called by President Quezon at the request of Mayor Morato, to become secretary to the mayor.

Originally incorporated to Quezon City were Cubao, San Francisco del Monte, Diliman and the sprawling compound of the University of the Philippines. The entire area consisted of 335 hectares.

In later years, the city area was increased to 1,600 hectares and further to 15,159 hectares today, compared to Manila's which is only 3,704 hectares.

In 1939, the population was estimated at 57,880, which soared to more than 800,000 today.

Mayor Morato, who held the post up to shortly before the second world war, was succeeded by Ponciano Bernardo, who replaced Fragante as vice mayor and city engineer. Then came Nicanor Roxas, Ignacio Santos Diaz, and Norberto Amoranto, in that order.

Mayor Amoranto was appointed to the post by the late President Ramon Magsaysay in 1954 in place of Santos Diaz. He became the first elected mayor when he defeated Santos Diaz in the first city election in 1959. It is he to whom much of the city's development today is credited.

It was in June 1946 that a special committee was created by then President Manuel A. Roxas to determine which was to be the official capital of the Philippines. After serious deliberations, the committee voted in favor of Quezon City.

In 1947, President Roxas picked a group of architects and engineers to go to the United States to observe modern methods of developing the proposed capital. Later, upon the death of President Roxas, the special committee was reorganized by President Elpidio Quirino.

Quezon City became the official capital of the nation when President Quirino signed Republic Act No. 333 on July 17, 1948.

Government

The government of Quezon City is patterned after the national government which is divided into three branches — executive, legislative and judiciary.

The City Mayor, Norberto S. Amoranto, is the chief executive of the city; the city council is the legislative body; while the city courts comprise the judiciary.

There are several city departments, the most important of which are the city fiscal's office, police department, fire department, health department, city treasurer's office, city engineer's office, city assessor's office, and the office of the register of deeds.

In the beginning, there were only eight councilors. But in an amendment of the city charter, the number was increased to 16, four representing each of the four city districts.

Sixteen councilors were elected for the first time in the 1971 local elections.

Mayor's Office

The Office of the City Mayor, headed by Honorable Norberto S. Amoranto, has a total of 215 employes, excluding those of the Division of Public Services which was transferred to the Mayor's Office from the Department of Engineering on December 27, 1970, under Ordinance No. 8288.

It has several divisions and service units under it, among them the Mayor's Permits, License and Inspection Division, the Division of Public Services, the Office of the Executive-Legislative Liaison Officer, the Social Welfare Service, the Youth Welfare Service, the Barrio Government, the City Library and the Administrative Office.

Also under it are the Cultural Officer, the Legal Officer, the Secretary to the Mayor, the Consultant on Health Matters and the Social Secretary.

For fiscal year 1970-71, the Office received a total of 6,027 communications. It transmitted 548 appointments to the Civil Service Commission, of which 541 were approved.



President Manuel L. Quezon
... first mayor

ARCHITECTS OF QUEZON CITY



Mayor N. D. Amoranto
... first elected mayor



Tomas Morato
... after Quezon



Ponciano Bernardo
... slain in ambush



Nicanor Roxas



Santos Diaz

The Mayor's Permits, License and Inspection Division, headed by Alberto Galarpe, issues or renews permits for the operation of new business. For the fiscal year under review, it issued 2,167 mayor's permits, renewed 29,790 others, prepared the appointments of 1,060 special watchmen or policemen, and referred 2,284 cases to the City Fiscal's Office for non-payment of mayor's permit fees and municipal license fees.

The total amount of mayor's permit and municipal license fees collected by the City Treasurer's Office for the fiscal year, including gasoline tax, hit ₱7,176,357.11 as compared to ₱6,665,591.47 for the preceding fiscal year.

The Social Welfare Service extends material assistance to needy residents of Quezon City; refers cases of clients to social welfare, civic, medical, religious, educational, industrial and private groups; and screens applicants for pauper's burial aid. It also helps screen applications for solicitation permits, conducts a survey of squatter families in line with the government's relocation program in coordination with the Presidential Assistant on Housing and Resettlement Agency (PAHRA) and other agencies, participates in meetings and activities covering Planned Parenthood (Family Planning) programs, participates in environmental sanitation and nutritional education, family life and youth welfare program.

The case load for this fiscal year, covering various problems of the aged, unemployed, orphaned, abandoned and sick indigents was 430. It also assists in traditional distribution of Christmas gifts to city indigents, a project sponsored by Mrs. Asisola Lim-Amoranto, the city's First Lady.

The Youth Welfare Service primarily promotes youth activities. For instance, it sponsors free saving and swimming courses. It initiates the organization of 15 new clubs and conducts the Quezon City Youth Basketball Tournament, with eight teams for the Kids Division and 14 teams for the Midget Division participating.

The Barrio Government Office helps barrio officials solve their problems. It also helps the barrio people understand the importance of the Constitutional Convention and the election of their candidates.

It helped in the organization of 44 barrios under Republic Act no. 2370. These are:

1. Vasra, (Project X-6) Bago Bantay
2. Manresa, San Jose
3. Aurora, Galss
4. Horseshow, New Manila-Cubao
5. Bagong Pag-asa, Bago Bantay
6. Silangan, Cubao
7. Loyola Heights (Barangka), Diliman-Quirino
8. Tatalon, Sta. Mesa Heights
9. Bahay Toro, Tandang Sora
10. Talipapa, Tandang Sora — San Bartolome
11. Alicia, Bago BAntay
12. Paltok, San Francisco del Monte
13. Sto. Cristo, Bago Bantay
14. Matalahib, Sta. Mesa Heights
15. Unang Sigaw (Balintawak), Balintawak
16. Bungad, San Francisco del Monte
17. Marianna, New Manila
18. Baesa, Balintawak
19. San Antonio, San Francisco del Monte
20. Villa Maria Clara, Quirino
21. Socorro, Cubao-Murphy
22. Del Monte, San Francisco del Monte
23. Apolonio Samson (Consolidated Barrios Kaingin & Kangkong), Balintawak
24. West Triangle, Quadrangle
25. Nagkaisang Nayon (Consolidated Barrios Capri, Gitna, Pasa-cola & Damong Maliit), Novaliches
26. Damayan, San Francisco del Monte
27. Sta. Cruz, Gen. Roxas — SDFM
28. Pasong Tamo, Tandang Sora
29. Masambong, San Jose
30. Kaligayahan (Binugsok), Novaliches
31. Mariblo, San Francisco del Monte
32. Culiati, Tandang Sora
33. Gulod, Novaliches
34. Sta. Lucia, (San Gabriel), San Bartolome
35. Matandang Balara, Capitol
36. Tandang Sora (Banlat), Tandang Sora
37. Ugong Norte, Murphy
38. Ramon Magsaysay, Bago Bantay
39. South Triangle, Quadrangle

40. San Roque (San Roque South & San Roque North)
41. Pinagkaisahan (Bagong Nayon), Cubao
42. Nayon Kanluran, Diliman
43. Talayan, San Jose - Sta. Mesa Heights
44. Bagumbayan, Murphy.

The Quezon City Library received its annual allocation from the National Library of some five hundred books. Each branch got a share of fifty books, consisting mainly of Filipiniana.

In observance of the National Book Week, it sponsored a symposium on the Role of Women and Libraries in the Constitutional Convention. This teach-in was held at the Session Hall on October 27-29, 1971.

LIBRARY STATISTICS OF THE READING ROOM ATTENDANCE FOR JULY 1, 1970 TO JUNE 30, 1971

- | | |
|-------------------------------------|--------|
| 1. Main Library | 64,126 |
| 2. Balara District Library | 18,250 |
| 3. Balintawak District Library | 23,040 |
| 4. La Loma District Library | 17,005 |
| 5. Novaliches District Library | 5,707 |
| 6. Pagasa District Library | 5,416 |
| 7. Project 3 District Library | 10,507 |
| 8. Project 4 District Library | 1,614 |
| 9. Project 7 District Library | 6,184 |
| 10. Roxas District Library | 22,428 |

The Quezon City Jail received 1,986 prisoners from July 1 to June 30, 1971, and released 1,581 prisoners during the same period. A total of 114 prisoners were committed to the National Bilibid Prisons, 3 to the Correctional Institution for women, 38 to Welfareville, and 6 to other institutions. Around 405 are confined in the City Jail.

The Division of City Public Services operates with a manpower of 333 regular and 97 emergency employees.

Actually, it has 36 dump trucks, 1 excavator truck, 1 jeep, 2 Volkswagen cars, 1 payloader, and 3 bulldozers, one of which is being rented from the Bureau of Public Highways.

Hereunder are accomplishments of the Division:

Total Number of Accomplishment Reports submitted	2,723
Number of orders issued to garbage violators	2,783
Number of notices issued to business establishments	2,745
Number of appeals distributed to the public	3,820
Number of business establishments which paid garbage fee	8,133
Amount collected for payment of garbage fees	P 250,989.45
Number of garbage filed with the City Fiscal's Office	2,124
Number of cases pending action in City Courts	1,105
Number of subpoenas served by this Office	1,273
Number of complaints received and acted upon by this Office	1,386

For this fiscal year, it has disposed of 147,423.78 short tons of refuse. One truck-load is equivalent to 10 cubic meters or 3.87 short ton. These were collected from private homes, public markets and business establishments.

This fiscal year, the Committee on Award of which the Mayor is the chairman approved the following:

1. Purchase of 10 garbage trucks.
2. Purchase of 6 pick-up trucks for the Engineering Department.
3. Purchase of 10 4-door Sedans for the Quezon City Police Department.
4. Purchase of Hospital Equipment, drugs and medicines.
5. Purchase of 6 motorcycles for the Quezon City General Hospital.
6. Uniform house plate numbering.
7. Purchase of 1 Electronic Data Processing machine.
8. Road construction materials.
9. Construction of the Project 7 Health Center

The City Mayor has issued the following executive orders:

1. Executive Order No. 28 dated July 1, 1970, creating a City Price Control Council in Quezon City in line with the provisions of Republic Act 6124.
2. Executive Order No. 29 dated September 4, 1970, creating a Quezon City Assistance and Rescue Corps to provide safeguards in time of disasters such as earthquakes, typhoons, floods and other calamities.

City Schools

The school year 1971-1972 was a year of transition and change for the Division of City Schools. As the administration tried to meet the crucial issues, primarily on teacher welfare, it continued to implement its program of promoting quality administration and supervision of schools. The bold changes that marked this 22nd year of the Division of Quezon City were made with an eye for more effective management. New trends and innovative practices, modifications in certain policies and procedures in teacher recruitment, training and development, expansion of school plants and improvement of facilities brought about a fresh outlook on the educational services of this City.

Twenty months after the City Schools Superintendent, Mrs. Commemoracion Concepcion, assumed office on August 1, 1970, she reports with justifiable pride on her progress in achieving the school division's goals. Cognizant of the need for improving the child's environment in the teaching-learning situation, the Division pursued a three-pronged approach to quality education which may be dubbed the "three B's" in education, namely: BETTER TEACHERS, standard BUILDINGS, and quality BOOKS. This year's organizational performance may be gauged in terms of tangible results along the following major programs and projects:

1. A curricular program designed to achieve academic excellence, vocational efficiency, physical fitness, spiritual development, and cultural upliftment-integrated with

co-curricular and community activities.

2. A planned program of school site acquisition, school building construction, and procurement of textbooks and teaching aids.
3. Instituting the committee system of teacher selection and promotion and adhering to Bureau of Public Schools guidelines.
4. Promoting teachers' welfare by (a) granting cost-of-living allowance of P50 a month from the Special Education Fund (R.A. 5447); (b) implementing R.A. 5168 as amended by R.A. 6362 granting automatic salary progression based on educational qualifications and performance; (c) implementing the Magna Carta provision for study leave with 60 per cent salary, and (d) giving Hardship Allowance for teachers of Barrio Silangan, Balara, Quezon City.
5. Reshuffle of school administrators for more effective management.
6. Reorganization of the divisions and sections in the Division Office to effect maximum efficiency in the administrative and promotional services.
7. Encouragement of scholarship studies among Division Office personnel, administrators, supervisors, and teachers to update their competence, enhance leadership potential, and provide a creative approach to office functions and procedures.

Recently, strong emphasis was laid on greater involvement of the youth in meaningful activities in and out of the classroom. This concept of integrating daily life activities in the curriculum was paramount in drawing up this year's action program, theme of which is "Strengthening School Administration and Supervision for More Effective Participation in Community Development."

THE CITY COUNCIL IN FOCUS

By Andres V. Genito, Jr.
Councilor, Second District

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. In its comparatively brief period of incumbency, it has passed legislations that can be considered "landmarks" in their emphasis on development, the magic key to progress.

Inspired by the bright image of City Mayor Norberto S. Amoranto as an able administrator, and steered by the prudent leadership of Vice Mayor Carlos L. Albert, the Council has made substantial headway in its development program. Its drive for change has been nourished by the people's confidence in its potential for achievement and the capacity of its members, coming from various disciplines, for self-criticism and purposive collaboration.

The Council, in its fission of legislative activities, has covered a wide spectrum of subjects — from beautification to infrastructure. In the pursuit of the Council's objectives, the members have discarded personal considerations and placed their shoulders to the wheel, as it were, to earn for the body an accolade for unity.

True, there were hot debates in its deliberations, but usually forged in these discussions were the best of consensus

The Author

Councilor Andres Genito, Jr., who prides himself in being a self-made man, is one of the most respected and admired members of the City Council. His top guideline in exercising his role as councilor is instant service. To measure him, he is one man who will never go down on bended knees to ask favors for himself. But he will gladly do it for a fellowman in real need. He topped the Second District council race.

that could have emerged from a no-nonsense council. In these routine debates, 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 Sariño and Honorio David; the wisdom and experience of Eddie Paredes; the militance of Councilors Ronald Remy, Fred Montilla, Mario Montenegro and Jesus Perlas; the deep perception of Emeterio Gonzales, Jose Paculdo, Melencio Castelo and Eulalio Cruz; and the youthful intelligence of Danilo Roces and Jose Vera Perez.

A Council member has no use for grandstand play or pointless filibuster; when he rises to speak, he surely has something in his mind which he honestly believes can be his contribution in the legislative process. There is constructive leadership in the present Council and there is no deliberate obstruction from its members. What a member has to say, he says it without fear or favor—an indication of independent-mindedness.

To meet the crushing demands of development and modernization, the City Council has enacted ordinances that are keyed to economic growth. It has introduced innovations, largely on the recommendation of the City Mayor, which are designed to induce local investments. One of these is the so-called Tax Holiday Scheme, which entitles a new promising industry to tax exemption for five years. It also has called for periodic consultations with leaders of the business community with a view to formulating legislation meant to accelerate the city's economy.

Time was when city authorities were alarmed by the growing menace of drug addiction. Acting on impulse, the Council, aside from lending its influence to the police punitive drive against pot

(Continued on page 19)

Quezon City has maintained its record of accommodating every school child. There has never been a school crisis in Quezon City. Enrolment figures as of August 1971 showed an aggregate total of 143,677. Of this number 105,541 are elementary pupils and 38,136 are secondary students. This shows an increase of 7,478 or 5 per cent.

The school population is accommodated in 76 elementary and 19 high schools, bringing the total number of teachers employed to 3,418 in the elementary and 1,922 in the secondary.

During the school year 1971-1972, the amount of ₱1,194,850. was spent by the Quezon City School Board for the purchase of the following school sites:

1. Balumbato Elementary School
Balintawak, Quezon City
2. Quezon City Red Cross Building
Cubao, Quezon City
3. Damayan Elementary School
San Francisco, Quezon City
4. J. P. Laurel High School
Project 4, Quezon City
5. Batino Elementary School
Project 5, Quirino, Quezon City

To narrow the gap between the increasing enrolment and school housing and to gradually reduce the yearly expenditure for rentals of classrooms (which are far from standard), the QC School Board gave top priority to the school building construction program. For Phase I of the project, the amount of ₱1.6 million was appropriated for the construction of ten-room school buildings in six elementary schools and four high schools. Presently under construction, these school buildings will relieve the housing problem at the opening of the school year in the following schools:

Elementary:

1. Aginaldo Elementary School I
2. R. Magsaysay Elementary School II
3. P. Bernardo Elementary School II
4. K-C Elementary School
5. Tiongson Elementary School
6. Bayanihan Elementary School

Secondary:

1. Galas High School

2. J. Sumulong High School
3. S. Osmeña High School
4. Quezon City High School

As a speedy solution to the school housing problem, erection and completion of pre-fab units in the elementary and high schools, the amount of ₱500,000 was appropriated during the school year 1971-1972.

Maintenance and improvement of the school plants made a dent on the school board funds. The amount of ₱414,490.26 was appropriated for various kinds of repair and remodelling such as repainting of buildings, repair of fence, drainage, plumbing facilities and electrical installation, and repair of classrooms, home economics buildings, shops and canteens and other projects like construction of toilets, artesian wells with jack pumps and concrete pathways. These repairs and constructions have greatly improved the environmental sanitation, not to say, the total physical aspect of the school plants.

To help the teachers meet the spiralling cost of commodities, the Quezon City School Board increased the cost-of-living allowance from ₱30 to ₱50 a month for which the amount of ₱2,742,100.00 was paid from July 1971 to April 1972.

To set standards of achievement and evaluate pupils' progress, final examinations were administered in science, mathematics, English, and Pilipino from Grades I to VI. The City School Board appropriated ₱20,000.00 for the printing of the test questions.

Some of the accomplishments in the different subject areas worth mentioning are:

1. The Quirino Elementary School was adjudged third best in the Green Revolution Contest for school category. It was awarded a cash prize of ₱500 and a plaque for the school.
2. Evaluation of the regional pilot schools for English project. Tests in English were administered to fourth year students and the teachers. Questionnaires were also distributed on the attitude of students, teachers and supervisors to the English program.

3. Quezon City continues to be a participant in the Bureau of Public Schools experiment on beginning reading for grades I and II. Now on its second year, a test was given to the Grade II pupils. The schools involved are: Kamuning, Aurora Quezon I, and Esteban Abada Elementary Schools. These pilot schools also served as venues for the seminar-workshop on the composition writing.

The Quezon City delegation to the National Secondary Schools Press Conference held in Surigao City on March 4-22, 1972 was composed of 127 students, 16 teacher-advisers, one school nurse, one school physician, and the school superintendent as the head.

An assessment of Quezon City's performance in this year's national press conference may be summed up as follows:

(1) By winning 20 places in the individual writing contests which is one fifth of the total number of contests conducted by the Bureau of Public Schools, Quezon City did fairly well. Seven (7) of these are major prizes for which the students received gold, silver, and bronze medals while the rest were recipients of certificates of merit.

Three (3) students won distinctive honors by winning in two writing contests. These are:

Albert de Pano – Magsaysay High School
1st Place – Copyreading and Headline

8th Place – News Writing (English)

Jillaine Ronquillo – San Francisco High
3rd Place – Editorial Writing (English)

7th Place – Editorial Writing (Pili-pino)

Nomesio Austero – Osmeña High
3rd Place – Editorial Writing (Pili-pino)

10th Place – Feature Writing (Pili-pino)

(2) Three (3) Quezon City school papers were among the top ten in Bracket B. These are:

The Fountain – Third Best School Paper
(Galas High School)

The Reservoir – Fourth Best School Paper
(Novaliches High School)

The Scale – Eighth Best School Paper
(J. Luna High School)

4. Science teaching in Quezon City schools is geared towards scientific literacy for the masses and for the development of scientific manpower. To evaluate pupils' progress in science, achievement tests for Grades I to VI were given at the end of the school year.

5. School Science fairs throughout the 20 secondary schools were organized to develop science consciousness among the students and community and to discover science talents in December-January, culminating in the exposition of the science projects in a Division Science Fair on February 3-4, 1972.

6. Increased participation of various science clubs in the Regional Science Fair sponsored by the Science Foundation of the Philippines at Nichols Air Base brought out 12 prize winners topped by Ramon Magsaysay (Cubao) High School which won first prize in Mathematics on a project titled "Transparent Polygons".

Emmanuel Gavino, fourth year student of Ramon Magsaysay (Cubao) High School, won first prize in Mathematics in the Regional Science Fair held in Nichols Air Base Feb. 11 to 14, 1972. His project was titled, "Transparent Polygons". Second Prize in the same category was also won by Quezon City Science High School, titled, "Manual Semi-Computer.."

Other prizes garnered by the Quezon City division were: Chemistry, second prize, "Ink out of Charcoal", Quezon City Science High School; Physics, 2nd Prize, – "Underground Vault", Quezon City Science High School; Special Award for the most timely project, Ramon Magsaysay High School, "The Effects of Drugs on Rabbits". In addition, 4 honorable mentions were awarded to other projects in Biology, Physics and Chemistry.

Honors Gained by Students:

1. September 1971 – Pilipino Hongkong Swimming Dual Meet

Peter Quiambao (swimmer Jr. S.H.S.) was chosen to represent the Philippines.

2. Archery player – Marcelo de Guzman of E. Rodriguez, Jr. High School was chosen to join the National Delegation to the Tokyo Winter Olympics held February 4-16, 1972 in Tokyo, Japan.

3. Elizabeth Lam – a girl archer of the J.S. H.S. won 1st place at the Archery National Open Championship.

4. Jeaneth Villegas and Grace Castembaste, grade six elementary students of Aguinardo Elementary School, won in the National Swimming Competition for their age group.

7. The Division of City Schools has been chosen one of the ten pilot divisions in the Physical Fitness Testing Program of the Department of Education and the Philippine Amateur Athletic Federation. A seminar-workshop of the testing team composed of P.E. Department Heads and Coordinators was held for three days at the Quezon City Stadium from February 6 to 8, 1972. This was followed by the actual testing of the 1,000 students whose age ranged from 11 to 15 years for both boys and girls. These students were picked at random from different high schools and elementary schools in the division. The results of the tests were forwarded to the central office for final evaluation and as basis for the new curriculum guide in Physical Education which was prepared in Summer, 1972.

8. The Home economics program was made more functional, democratic and useful through innovations like home economics courses for boys, pilot schools in applied nutrition, improved lunch counter program, and conducting seminars in home arts and population education.

9. Enrolment in adult and functional literacy classes has increased and the graduates have found employment or earned a livelihood by putting up their own shops. A novel project this year is a "floating university" for adults – that is, a two-week seminar as the participants enjoy a cruise from Manila to the South.

Police Department

The police department was organized after President Manuel L. Quezon took over as the first city mayor on October 12, 1939.

President Quezon named Tomas B. Morato as the first chief of police. Morato later assumed the mayorship.

From the inception of the city up to the present, the chieftainship of the police force passed on to able leaders.

Col. Tomas B. Karingal is the incumbent chief of police.

On Feb. 6, 1960, Karingal was recalled by then President Carlos P. Garcia from his assignment as the constabulary provincial commander of Iloilo and was designated as acting chief of the police force.

Three years later, Karingal was recalled to the military service, given the assignment as provincial commander of Batangas. He retired in July 1964.

Even when retired, he was placed on extended government service, and was assigned as commanding officer of the Law Enforcement Command of the Bureau of Customs.

On July 5, 1967, Karingal's name was submitted to the Commission on Appointments for the position of chief of police of Quezon City and his appointment was confirmed on the same day.

Two months later, Karingal was again recalled to active duty in the military and was

reassigned to the Bureau of Customs. Three months later, he was returned to Quezon City as police chief, a position he has kept up to now.

The police department has one of the most difficult responsibilities since upon its shoulders rests the good image of the capital of the Republic.

The QC police department is the second largest police force in the country. It is composed of 966 officers and men, assisted by a complement of 71 civilian employees.

For the fiscal year 1971-72, the department trained some 70 recruits who, after graduation, were assigned to the traffic division to augment the traffic force.

An additional 100 men are now being trained.

Aside from this increase in personnel, the city government has seen fit to boost the morale of the policemen by increasing their basic salaries. The pay of local policemen is the third highest in the country today.

For FY 1971-72, the amount of ₱6,343,808.6 was appropriated for the operational expenses of the police force. Of this amount, ₱4,855,693.90 was expended on salaries of personnel alone while the remaining ₱1,488,114.70 was for sundry expenses.

With the able leadership of Chief Karingal and the assistance of Maj. Ernesto San Diego, chief of the Detective Bureau, and the six precinct commanders, the crime situation in the city has been kept to the minimum.

The precinct commanders working hand in hand with the DB are Maj. Eufrazio Roxas of P-1 on Mayon Street; Capt. Feliciano Leones of P-2 stationed at the old City Hall; Capt. Pablo Agacer of P-3 on West Avenue; Capt. Leonardo San Jose of P-4 on Unang Hakbang, Galas; Capt. Donato Cruz of P-5 on Anonas, Quirino District; and Capt. Pacifico del Mundo of P-6 in Novaliches.

Incidentally, precinct 5 was created upon appeal of the residents of Quirino District some years ago without the financial assistance of

the city government. Councilor Eduardo Paredes, chairman of the Committee on Police Matters, worked hand in hand with the residents in soliciting contributions from civic-spirited citizens for the Precinct 5 headquarters.

A unit, called Anti-Narcotics, was organized and placed under Capt. Conrado S. Arabit, concurrently the deputy chief of the Detective Bureau. As part of the educational campaign waged by the department against drug addiction, the Youth Aid Bureau has launched guided tours for high school students to historical spots and the rehabilitation center for drug addicts in Tagaytay City with financial and moral support from different civic organizations in the city.

There is one policeman for every 880 residents. With respect to the area, there is one policeman for every 160,280 square meters of land.

A five-year development program, tagged as "Bughaw", is now being implemented for the expansion of the police force.

Its concept: A. the QCPD is primarily responsible for the enforcement of laws and ordinances and the maintenance of peace and order. Therefore it should develop its own capability to assume this primary role.

B. This development program is geared toward acquiring a capability that can meet and satisfy the requirement for law enforcement and the maintenance of peace and order within the next five years.

The development program envisions the build-up of the police force, its strength, armaments, mobility, communications, scientific equipment for crime detection, the moral and educational uplift of the force and the integration of civic action in the fight against crime and vice.

The program seeks:

1. An increase in strength from 966 officers and men to 1,527 by 1976.
2. The buildup of the mobile force to 6 units (present force—50 units).

3. Acquisition of technical scientific equipment.

4. Standardization of salaries of policemen.

5. Acquisition of additional modern armaments.

6. Buildup of an adequate communication capability.

7. Training of policemen here and abroad.

8. Integration of religious and civic movements and population into the drive against crime and vice.

This plan will be updated yearly to provide for changes that may occur in its implementation. This will also be the stand of the QCPD in all its negotiations for force buildup.

Budget estimates to plan Bughaw:

For a force of 1,527 for the year 1972-73 — ₱8,545,334 for salaries, equipment, supplies and materials including training.

1973-74 — ₱10,507,068.

1974-75 — ₱11,642,252.

1975-76 — ₱12,462,729.

1976-77 — ₱13,310,874

With the implementation of the five-year program, officers and men will be receiving an increase of ₱50 every two years in pay, making the personnel the second highest paid policemen in the country.

By 1976, a recruit will be receiving a base monthly pay of ₱250; a patrolman, ₱600; a corporal, ₱650; a sergeant, ₱700; a lieutenant, ₱800; a captain, ₱900; a major, ₱1,050; a lieutenant colonel, ₱1,220.

Councilor Eduardo Paredes, chairman of the police committee, is an able ally in the council of Karingal on problems affecting the police organization.

Department of Assessments

The Department of Assessments, under the able leadership of Leonardo M. Cuyong, has done much to update the assessment of real property.

From the given tabulation below, one will notice that considerable increase in assessments has been made since 1954 up to the present. As of June 1972, the total number of assessments amounted to ₱1,467,117,250 with 134,144 parcels of land. An increase of ₱200,929,820 in taxable properties has been made within the scope of 18 years.

Total Assessments		
	Taxable	Exempt
1954 — ₱	266,187,340.00	₱ 43,981,750.00
1955 —	283,746,760.00	55,890,840.00
1956 —	301,802,560.00	70,114,200.00
1957 —	337,311,880.00	76,955,830.00
1958 —	362,307,000.00	81,714,080.00
1959 —	422,387,640.00	89,850,940.00
1960 —	449,822,830.00	70,698,080.00
1961 —	538,056,860.00	34,944,720.00
1962 —	637,078,010.00	46,811,500.00
1963 —	744,111,290.00	68,599,210.00
1964 —	816,901,020.00	81,705,900.00
1965 —	873,569,420.00	100,183,540.00
1966 —	969,676,120.00	109,727,540.00
1967 —	1,028,996,870.00	119,343,540.00
1968 —	1,101,014,680.00	123,272,260.00
1969 —	1,190,402,870.00	123,948,930.00
1970 —	1,366,818,010.00	129,256,680.00
1971 —	1,403,110,250.00	137,697,300.00
1972 —	1,467,117,250.00	
	as of June 30, 1972.	

This department, under the supervision and checking of Jose C. Gonzales, the assistant city assessor, and Jose R. Yambao, administrative officer and deputy, has been using the tax maps in locating properties and assigning the property index numbers to the lots. With the help of the tax maps, the Drafting Section is able to pinpoint any piece of land, within the boundary of the city; hence, no land is left unreported and untaxed. It is a daily process in the office to help taxpayers and real estate owners get the property index numbers of their individual lots, together with the tax declaration. Even real estate brokers and dealers, credit investigators, representatives of government investigating agencies make use of the property index number to help them in their research and probes.

The use of IBM machines has helped a lot in the fast compilation of data in the tax declarations. Verification of property owners is easier to make with the IBM listing of lands and improvements. Records on assessments, which were left unrevised, have been updated with the introduction and adoption of the block-inventory system. Appraisers have to inspect and check on the improvements of assessed and unrevised properties by block; by doing so, they are able to find out which buildings are properly assessed or not. The 21 districts of the city are almost covered by each individual appraiser. Weekly reports on the scope of the blocks inspected by eighteen appraisers are made and submitted to the City Assessor. The number of appraisers is small, in comparison with the vast area covered.

An increase in personnel from 63 to the present number of 81, with five additional personnel on detail from the office of the Mayor, has been made. The creation of the Land Appraisal Division is badly needed to take charge of assessments of land. Additional employees are needed to cope with the increased demand for tax declarations, as daily transactions of real estate property owners continue.

The office expanded its physical features, with the introduction of better equipment and adequate facilities. Personnel were trained on specialized and technical knowhow, through seminars and in-service training.

Worth mentioning are the frequent visits for training of some provincial and city assessors as well as other assessment personnel from different provinces and cities of the Philippines to this office as directed by the Department of Finance.

With the increase of real estate collection made by the office of the City Treasurer, based on the assessments made by the Office of the City Assessor, the program of development of the city government in all phases can now be implemented. Thus, a greater achievement for the administration is realized.

Engineering Office

Quezon City is a fast growing metropolis, no doubt about that, but of course, with growing problems. It even exceeded the founder's dream for it has progressed to a point where it now plays a vital role in the country's economic life — Capital City of the Philippines.

For a growing city, the engineers must constantly work to create new roads, to widen and concrete major highways, to build and widen bridges, to build modern buildings, to safeguard private firm machineries in their operation and to control and prevent air and water pollution. The government engineers have been doing these.

For the past fiscal year, the engineering department's accomplishments have resulted in substantial additions to the improvements in the shaping of the city.

City Engineer Pantaleon P. Tabora — one who combines a rare intellectualism in government with a sincere compassion for the highway workers and the city residents — said that more major roads, aside from the Epifanio de los Santos Avenue now in full operation, are going to be cemented very soon. These are the concreting of Kamuning Road, part of A. Roces Avenue, Aurora Boulevard (from Rizal Boundary to Cubao, España Extension, and from the Quezon Institute to the Welcome Rotunda) and the Novaliches proper national road.

Under the highway improvement program, Epifanio de los Santos Avenue has got to be improved by concreting the outer lane of three meters wide for both left and right lanes — from Santolan junction to Banahaw along the left lane and from New York to 11th Jamboree along the right lane. It also calls for the concreting of 15th Avenue — seven meters wide to cover one and one half kilometers — and Congressional Avenue of a little less than half a kilometer with seven meters wide on each lane.

Widening of asphalt pavement with necessary drainage facilities will be undertaken along Tacio street, covering one-third of a kilometer.

The City Council

(Continued from page 12)

sessions" and similar activities; enacted a series of measures aimed at restricting the massive flow of dangerous drugs to public.

The City Council is quick to respond to the needs of emergencies and calamities, unhampered by legal niceties and encumbering procedures. Apart from what the city coffers can afford to victims of such disasters as floods, typhoons and earthquakes, the individual members are ready to dig into their own pockets. The last floods afforded some councilors the opportunity to demonstrate in their own little way their compassion for the stricken victims.

Awed by the ravages of the floods on the streets and other public works projects, the City Council wasted no time in appropriating funds needed for the restoration of these facilities. Thus far, the city government has undertaken a number of infrastructure projects, principally the cementing of roads.

In the field of health and hygiene, the City Council has adopted measures designed to meet the perils of rising epidemics. When influenza was ravaging Greater Manila and neighboring provinces not long ago, the Council immediately passed an ordinance providing funds with which to combat the menace. Similar measures were approved in the drive to stamp out the threat of cholera, typhoid fever and other seasonal diseases.

The City Council has paved the way for sister-city relationships with key cities of the world to enhance the image and prestige of Quezon City as the capital of the nation. Whenever it sees a chance, and finds a need for it, the city government makes an offer to host an international event — be it in athletics or civic affairs, like regional conventions of Jaycees or Lions.

At present, the City Council is engaged in the painful task of clearing government

and private lots of squatters and relocating them in a place which has the basic facilities of civilization, like water, light and transportation. It is doing this not only in line with the beautification drive of the government but also to bring back the use of the squatted land to the rightful owners.

Pushing the beautification campaign further, the City Council, together with the City Mayor and the military authorities, has encouraged city residents to clean their backyards and to plant them to vegetables in support of the Green Revolution launched by the First Lady, Mrs. Imelda R. Marcos.

It is neither exhibitionism nor publicity stunt for council members to be seen leading volunteers in weeding government and private lots in the city. They are doing it out of a sincere desire to imbue the people with a sense of responsibility and discipline.

In short, the City Council, bearing its hectic but rhythmic pace, has become, in such a brief spell since being installed into office in January last year, a dynamic force for growth. One of its most outstanding contributions is its decision, in a gesture of magnanimity, to offer the City Hall as the seat of the 1971 Constitutional Convention at a time when the Convention leadership was in a financial quandary over payment for its use of the premises of the Manila Hotel. Acting on an expressed wish of Mayor Amoranto, the Council graciously offered the free use of the top three floors of the 14-storey City Hall by the Convention.

By that decision, City Hall has found a secure place in the grand panorama of the city's history: that of having been the seat of the Constitutional Convention, like the now historic Barasoain Church, seat of the Malolos Constitutional Convention.

But more than this, the City Council has proved once again that, faced by the requirements of developmental change, it is relevant and committed.

The following major roads which were damaged by the floods were restored: Roosevelt Avenue, E. Rodriguez Sr. Boulevard, Quezon Boulevard, Del Monte Avenue, Tomas Morato Avenue, Katipunan Road, E. de los Santos Avenue, A. Bonifacio Avenue, North Avenue, West Avenue, South Avenue, and East Avenue.

Quezon City has a total of one thousand one hundred sixty-nine (1169) roads – national and city – excluding streets in the subdivisions that are not yet turned over to the government. The engineering department is entrusted with funding the maintenance, construction and improvement of these roads.

The engineering department still embraces, aside from the roads mentioned, the operation of the asphalt plant; the industrial safety offices, plumbing and waterworks, parks, plazas and monuments, building permit and inspection office and the architectural office.

Today, Quezon City is a picture of fast changing skylines and roads. Its residents are aware of the government efforts to provide them convenience and ease through public works projects funded through congressional acts and city ordinances.

City Secretary's Office

How the Office of the City Secretary was able to accomplish its mandated functions as defined in the Charter without augmenting its personnel force during the period under review (January to September 15, 1972) is an accomplishment which speaks for itself.

The secretarial force has been trimmed to meet the requirements of a council composed of only eight councilors and a vice mayor as presiding officer. With the advent of the new Council, a full complement of sixteen councilors was provided in Republic Act No. 5441 which, among others, amended the Charter of Quezon City with respect to the composition of the City Council. The Office of the City Secretary has consistently been in operation at high gear; otherwise, it could not keep pace with the frenetic activities of an energetic and enthusiastic Council with its twenty-two (22) standing committees working full blast, some conducting public hearings even on Saturdays.

In addition to the secretarial and administrative services rendered by the Office of the City

Secretary to the Council, the Office is also the secretariat of the Board of Tax (Assessment) Appeals of Quezon City, of which the City Mayor is the chairman. Moreover, the office is performing the secretarial work for the Special Committee on Tax Revision with CFI Executive Judge Sergio Apostol as chairman.

For a period of less than nine months ending September 15, 1972, the Office of the City Secretary had prepared a record number of over 500 measures passed by the City Council (222 Ordinances and 280 Resolutions) and decisions promulgated by the Board of Tax Appeals. Significantly included in such measures is the preparation of the budget and plantilla of personnel of the Quezon City Government for fiscal year 1972-1973, as approved by the City Council. Very lately, conformably with internal procedures enunciated by the City Council in the processing and disposition of matters submitted to it for consideration, and in order to systematically facilitate work flow in the office, certain procedural changes were made in some given work areas. For this purpose and as a handy graphical guide, a work flow chart was prepared, showing the progressive steps and actions taken on matters submitted to the City Council for consideration.

As part of its vision for security of its records and at the same time for convenience and space-saving, the office has embarked on a microfilming project for its important documents such as ordinances and resolutions. This project has almost been completed.

City General Hospital

The idea of establishing a city general hospital was first conceived in 1963 by the first city elected officials led by Mayor Norberto S. Amoranto. After extensive and serious studies by city officials and special committees were created for the purpose, with Dr. Fe Villanueva-Fernandez, then Chief, Planning, Training and Coordination Staff, Quezon City Health Department, actively coordinating, the Quezon City General Hospital was significantly opened on August 16, 1968.

The Quezon City General Hospital is housed

in the former San Jose Seminary Building on Epifanio de los Santos which the city purchased in 1966 for more than seven million pesos (P7,000,000.00).

With the initial budgetary outlay provided for under Ordinance No. 7555, series of 1968, supplemented by monetary aid from the Philippine Charity Sweepstakes Office, the hospital operated on a limited hospital services. In accordance with the plan of operation for such services, staff and personnel from the different offices of the city government were tapped to provide the administrative and clinical aspects. As prepared by the then acting director of hospital, a budget for a 25-bed hospital, which embodied the administration and personnel services, dietary service, obstetrical service and the various ancillary medical services, nursing service and plant operation service, was approved by the authorities concerned.

As the operation of the hospital becomes more extensive and complex, and with a view to improving and systematizing the operational set-up, the Director (Dr. Fe Villanueva-Fernandez) prepared the hospital manual of organization and standard operating procedures with the coordination and assistance of the different hospital services.

To start the training program for the development of the staff and personnel, Dr. Lorenza Tolentino was designated Medical Training Officer to plan and coordinate in-service training programs. Seminars on public and human relations and medico-legal aspects of hospital practices were conducted. Participants took short courses such as pediatric training at Philippine General Hospital, financial management in hospitals and basic course for medical record personnel at St. Lukes Hospital, and attended conventions of the Government Training Officers Association of the Philippines, Personnel Officers Association of the Philippines, the Inter-Church Commission on Medical care and the Philippine Medical Association.

An association of hospital employees was established in accordance with Civil Service Rules. One of the first projects was the incorporation and establishment of the Cooperative Canteen and Store in April 1969. This was followed by a Cooperative Pharmacy to supplement the pharmacy needs of the hospital.

A special fund was created exclusively for the improvement of the hospital when the City Mayor was authorized to lease the unused portion of the back building to the St. Peter Layman's Apostolate at P500 a month.

In May of the same year, a Family Planning Clinic under Dr. Yolanda Mison was established with the aid of the Institute of Maternal and Child Health, Quezon City. This service, which used all methods (pills, IUD and rhythm) was integrated with the hospital services. Another Philippine Charity Sweepstakes Office special allotment was released to purchase a 100 MA GEX-ray machine with dark-room accessories and analytical balance worth P43,700.00.

On June 16, 1969, the emergency service started its operation on a 24-hour basis and patients were admitted for observation when necessary.

When the NEC, through the 607 Express Property Program of the AID, approved the hospital request for aid, the Director, with some hospital staff, started procuring U.S. excess property and supply from Clark Field and Subic Bay Naval bases.

The hospital authorities then applied for a permit to operate a 25-bed hospital which was approved by the Bureau of Medical Services on August 5, 1970.

Upon arrangement by the Barangay Lions Club of Quezon City, the Quezon City Government approved a Barangay Lions Club's donation and named the Medical Ward as "Barangay Lions Medical Pavilion". By this arrangement the Barangay Lions donated twenty-five hospital beds, together with essential hospital equipment costing P13,000.00 and P1,000.00 worth of medicines and medical supplies, with the condition that the pavilion be maintained continuously and supplied with medicines by the city government. The Barangay Lions Club proved it is not merely a civic-professional club but an association deeply committed to the social task of helping the poor and needy residents of Quezon City.

Following the integration of the Barangay Pavilion, a continuous general training program

and seminars for both medical and administrative personnel were held. In the later part of 1971, the application for a 75-bed capacity in accordance with the requirements of the Department of Health was approved by the Bureau of Medical Services.

Pending now is a resolution requesting Congress of the Philippines to amend Republic Act No. 537, otherwise known as the Revised Charter of Quezon City, as amended, so as to include Quezon City General Hospital among the departments and/or offices and, accordingly to elevate the position of the director of the hospital to the rank of a department head.

Recently, the hospital applied for a 100-bed Training and Teaching Hospital with the Bureau of Medical Services, Department of Health, and submitted to the City Council its request for approval of a 100-bed Training and Teaching Hospital in accordance with the staffing requirements of the Department of Health. A 100-bed hospital is a pre-requisite for a proposed School of Midwifery and for the acceptance of student affiliates from different private schools. With it, the hospital will gain the status of an accredited training and teaching hospital. It is quite imperative that we expand our hospital services because of the government's steadily increasing medical responsibility to its people.

Plans have been drawn for the future of the hospital as a Quezon City University Medical Center which will be the main reference hospital for training and research.

The Four Districts Of Quezon City

I. FIRST DISTRICT

All parts of the territory of Quezon City bounded on the North by the center line of Epifanio de los Santos Avenue beginning from the boundary limits of Quezon City with Caloocan City up to the center line of its inter-

section with Quezon Boulevard Extension; thence, by the center line of Quezon Boulevard Extension; thence, by the center line of Quezon Boulevard Extension in a south-westerly direction up to the boundary of Quezon City with the City of Manila

II. SECOND DISTRICT

All parts of the territory of Quezon City bounded on the South by the center line of Epifanio de los Santos Avenue beginning from the boundary limits of Quezon City with Caloocan City up to the center line of its intersection with Kamias road; thence along the center line of Kamias road up to its intersection with the center line of Chico road; thence along Chico road up to the center line of its intersection with Katipunan road, thence along the center line of Katipunan road up to the center line of its intersection with Aurora Blvd. and thence along the center line of Aurora Blvd. up to the boundary limits of QC with the Province of Rizal.

III. THIRD DISTRICT

All parts of the territory of Quezon City bounded on the West by the center line of Epifanio de los Santos Ave. beginning from its boundary limits with the Province of Rizal; thence to the center line of its intersection with Kamias Road; thence along the center line of Kamias road up to its intersection with the center line of Chico road; thence along Chico road up to the center line of its intersection with Katipunan road; thence along the center line of Katipunan road; up to the center line of Aurora Boulevard up to the City boundary limits with the Province of Rizal.

IV. FOURTH DISTRICT

All parts of the territory of Quezon City bounded on the Northwest by the center line of Quezon Blvd. Extension beginning from the boundary limits of Quezon City with the City of Manila up to the center line of its intersection with Epifanio de los Santos Avenue and on the Northeast by the center line of Epifanio de los Santos Avenue in a southeasterly direction up to the boundary limits of the City with the Province of Rizal.

Quezon City's Elective Officials

The Mayor

MAYOR NORBERTO S. AMORANTO

The local elections in 1967 saw a bitter political struggle for the much coveted premier position in the Capital City of the Philippines. No less than six candidates were running against re-electionist Mayor Norberto Salandanan Amoranto, who merely stood by his various achievements for the public weal in his fourteenth year at the helm of the city government, against the bitter onslaughts of the opposition.

When the total votes were counted, the grateful residents of Quezon City gave the incumbent mayor his greatest majority — more than 5,000 votes against the total cast for his six opponents. Thus a clear picture of political supremacy and leadership in Quezon City was once again shown by the Nacionalista Party; a reaffirmation of love and faith in its leader and standard-bearer.

Amoranto never dreamed of becoming a politician. He dreamed of being a successful

lawyer — — a dream fulfilled after he finished law from the Philippine Law School and his master's degree from the University of Manila with taxation as his thesis. He first served the government as messenger in the defunct Executive Bureau and later as clerk at the Bureau of Supply. He later transferred to the BIR where he rose from the ranks to become senior tax examiner. He resigned from the BIR in 1952 and engaged in the private practice of law handling mostly tax cases. His success in the private practice earned for him the honor and distinction as one of the country's top tax consultants.

As a civic leader, he was vice-president of the League of Parent-Teachers Association of Quezon City, president of the La Loma Parent-Teachers Association for fourteen consecutive years and lawyer of the Farmers and Tenants Federation of the Philippines with offices in Quezon City.

Amoranto's childhood was that of the poor but not the desperately poor one. He was born in Biñan, Laguna, on June 4, 1908 to the late Lucio Amoranto and Rufina Salandanan. His mother was a vendor in the public market while his father worked their small farm. As a boy, he learned the dignity of honest labor. He helped his father in the farm and his mother in the public market during school vacations. He recalled that once, when he had already graduated from college, he was still helping his mother peddle some "panocha" in the public market when he was seen by the more illustrious gentlemen and ladies of Biñan who scorned him, only to regret their snobbery after he became mayor of Quezon City while they remained in Biñan without any presentable achievement.

Amoranto was appointed vice and concurrently acting mayor by the late President Ramon Magsaysay on February 4, 1954, on the recommendation and sponsorship by the late Senate President Eulogio Rodriguez, Sr., who foresaw his brilliant career as city executive.

Senator Rodriguez had expected Amoranto to develop Quezon City into its role as the Capital City. Now the late Amang's dream is gradually being realized.

The city executive is a patron of the various sports in the country but his favorite is boxing. He used to be his barrio's bet during moonlit fistianas and because of his height, almost six feet tall, and heavy build, he was the recognized champion in almost every fight. He boxed well but never used his fists in anger but logic and persuasion in dealings with the opposition. He had a happy childhood, which is his favorite conversational subject. And his grandchildren he is very fond of. He would stop even top-level conferences once any of his grandchildren would loiter into the room looking for "Lolo."

Berting, as he is fondly called, finished his elementary and intermediate schooling in his hometown. He went to Sta. Cruz, capital of Laguna, and enrolled at the Laguna Provincial High School. As student, he was very studious, and his parents were very proud of his high grades. It was while at Laguna High when he

first met the former Asisola Lim, who was to become his bride. They were married in 1936 and their happy union has been blessed with four children: Norberto, Jr., Wilhelmina, Rebecca and Lucio. Simply "Aling Sitang" to friends and plain "Nanay" to her children, Mrs. Amoranto is always "Sit" to Berting even while his mind is beset with countless problems. Sitang is still a school teacher.

His political leadership was first tested in the first local election in 1959. He ran unopposed after all registered aspirants merely evaporated on the day of the convention.

In the mayoral contest, he fought more or less a dozen candidates. He emerged winner. Surprisingly though, except for the vice-mayor and one councilor, all his running mates lost. The result gave the Citizens League for Good Government control of the City Council.

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 Liberal Party's standard bearer in the local election of 1963. Having gone through a baptism of fire, he however faced the situation with usual calmness and diplomacy. They again lost to him.

Mayor Amoranto embarked on several ambitious projects for the welfare of city residents. He initiated the construction of the New City Hall at Civic Center, Diliman. He proposed the establishment of a city hospital; bought the lot occupied by the former San Jose Seminary and converted the seminary building as a hospital. City streets are well paved, either with asphalt or cement. Public service is the motto of his administration.

Amoranto is still the same sincere, humble, loyal, grateful, and approachable friend. He sees problems not through political eyeglasses. For him politics is a game that must be played only during election time, and believed that partisan administration is indeed hardly progressive. To his everlasting credit and for the good of Quezon City residents, Mayor Amoranto has never been linked even slightly to any case of graft and corruption. He has kept his personal and political image free of any blemish.



VICE MAYOR CARLOS L. ALBERT

The triumph of Carlos L. Albert in last November's polls did not come as a big surprise to many Quezon City residents who had pinned their hopes on his shoulders for a constructive and dedicated cooperative work with the Mayor for a better and more progressive Quezon City. The shining reputation of Vice-Mayor Albert as a war hero and public servant is now almost legendary.

Born December 11, 1915, in Lucena City to such distinguished parents as the late Justice Mariano Albert and Natividad Lukban, his life is a spectacular series of one achievement after another.

He was educated at De La Salle College, College of Liberal Arts, U.P., and he went on to Annapolis, Maryland, where he became a midshipman at the U.S. Naval Academy, and was graduated in June 1939.

At the outbreak of World War II, he was

The Vice Mayor

detachment commander, Off-Shore Patrol Base; instructor, Off-Shore Patrol School; and plans and training officer. He commanded a torpedo boat at the start of the hostilities in 1941.

After the war, he was commander of the Hawaii Squadron (1947-1948); naval aide-de-camp to the President of the Philippines (1948-1950); commander, patrol force, PN (1950); chief of naval staff, PN (1951); and Armed Forces attache, Philippine Embassy, Washington, D. C. (1952-1955). In 1956, he returned to the Philippines to become commander, Task Force 04, and commander, Naval Operating Base, Cavite. He was a special representative of President Magsaysay in 1957.

That same year, he was the commander of the combined Philippine army, navy and air force task forces in SEATO amphibious Exercise "PHIBLINK". He was the chief planner of the Philippine Armed Forces Planning Group to Hawaii in Operations "STRONGBACK".

From 1958 to his retirement in June 1959, he was assistant chief of staff, G-2 for intelligence, GHQ, AFP.

Then he ran for councilor in Quezon City in 1959 and won. He stayed until 1963, after which he became a special assistant to the Vice President of the Philippines for military affairs. In 1965, he attended the 10th SEATO Council of Ministers meeting as SEATO Philippine journalist.

In 1948, Vice Mayor Albert was a member of the diplomatic mission to Spain. In 1955, he was Philippine delegate to the 1st SEATO Council of Ministers meeting in Bangkok, and at the 2nd SEATO meeting in Karachi, Pakistan.

Vice-Mayor Albert's first mission seems to be the cleaning up and improvement of the QC police department. He has vowed to do his best to make the capital city the most peaceful and most safe of all cities and towns in our country.

First District

Ronald Kookooritchkin

Born in Iriga, Camarines Sur, on October 14, 1935, Ronald Remy is a familiar name in the field of show business in the Philippines. He took his elementary and high school education at Ateneo de Naga. He acquired his bachelor's degree in Mass Communications at the San Francisco State College, San Francisco, California, after which he worked on his master's degree in Creative Arts in the same state college.

During his senior year, he was the production manager and technical theater supervisor of the San Francisco Opera Company, in California. Upon his return to the Philippines, he became the director, producer and writer of the Remwood Film Organization, Inc. At present, he is the president of that organization. Likewise, he has been in charge of production of the Universal Studios, Philippines.

Perhaps, his greatest contribution to the motion picture industry is his working for and succeeding in obtaining the recognition by the



Ronald Remy

Philippine Board of Investments of the Philippine film industry as an exporter.

A technical consultant for advertising production of several advertising companies, Councilor Remy is, at the same time, active as a movie, TV and stage actor. He has appeared in 72 full-length pictures, six of them produced by American movie companies. He has directed 14 full-length movies, produced 17, scripted 24 and composed nine musical scores.

Councilor Remy has been nominated 22 times for the FAMAS award. Recently, he has been TV host for the *Rhoda and Me* show; he also stars in the *Wala Kang Paki* series on TV.

A dedicated civic and business leader, he is a charter member of the following: Advertising Film Producers Association, Philippine Motion Picture Producers Association, and the Motion Picture Equipment Owners Association; he was chairman of the CNEA, first district, QC, in the 1969 and 1970 elections, founder of the Crusaders for Good Government, and member of the Damayan Lions Club and the Cursillo.

He is married to the former Jean Reintegrado Rogers, of Cavite City, with whom he has two children: Joanne and Jacqueline.



Precioso Perlas

"Who is he?" asked Mayor Amoranto when the name of Precioso R. Perlas was first suggested to fill the fourth slot in the Amoranto ticket of candidates for councilor in the first district. The suggestion was made by Dr. Zoilo Amoranto during a meeting of ward leaders convoked by the Mayor to decide who should fill this fourth slot. Only two days were left before the deadline for the filing of candidacy in the last elections.

"He is the son of Ernesto Y. Perlas," was the answer. "He is young and aggressive." Ernesto Perlas, a prominent businessman and civic leader of Quezon City, is a townmate of the Mayor and a very close friend.

The Mayor did not say another word, but the suggestion registered in his mind. The following day, he sent Dr. Amoranto to see Ernesto Perlas and to ask him if he could persuade his son to accept a draft.

Challenge

"It was a challenge and I had to accept it," Councilor Precioso R. Perlas would say now when asked how he got into politics. He filed his candidacy barely three hours before the deadline.

Precy planned his campaign with the systematic precision of a military commander planning a battle. A political neophyte, who didn't even

belong to any political party, young Perlas had no political leaders, but his fraternity brothers—he had been president of the Ateneo Law Aquila Legis Fraternity—rallied behind him. They provided him with more than 40 cars so that when a mayoralty candidate was reportedly contemplating to hire all jeepneys in Quezon City, Precy was not a bit concerned.

Rags To Riches

Perlas was assailed by his opponents for being a rich man's son, who would not have the heart to sympathize with the poor. He refuted this charge by relating the "rags-to-riches" story of his father.

The schools Precy attended reflected his father's steady rise from very modest circumstances to a position of affluence. Born on March 25, 1939, he started schooling at a very early age at the Dr. A. Albert Elementary School. Then he went up to a more classy school, at the University of Sto. Tomas, for his secondary education, and finally, to the prestigious Ateneo de Manila for his law course.

He graduated with a Bachelor of Laws degree in 1960 and took the bar the following year. He nearly missed the bar because of a ruptured appendix. The exams were given on four consecutive Sundays. On Monday following the second Sunday of exams, he was taken to the hospital for an appendectomy. It was storming and in the middle of the operation, the lights went out so that it had to be continued under flashlights. The bar examinee was discharged from the hospital on Friday and took the exams the following Sunday (the third). "If I had flunked, I would have had a ready excuse," chuckles Precy. But, as it turned out, he not only passed but came to within .3 per cent of the top 10.

As a fresh lawyer, he became the protege of then CFI Judge Jesus Perez, now Justice of the Court of Appeals. For three years, Atty. Perlas served as de officio lawyer in the sala of Judge Perez, gaining thereby much experience in trial work. Among the sensational cases he handled was the torture slay of a balut vendor in 1962.

Law Office

In 1964, he and some Ateneo classmates formed a law office, headed by Atty. Vicente

Gomez, the famous millionaire cursillista leader who was lost with Fr. Joaquin when their plane crashed into the sea in 1966 off Sta. Lucia, Ilocos Sur, while on their way to conduct a rollo in Vigan.

Aside from the very extensive practice of his law office, Councilor Perlas has to attend to equally extensive business interests as president of Perlas & Company, director of T & C Development Corporation, Pleasant Journeys, Inc., and Alupast, Inc., and corporate secretary of Pan-Asiatic Travel Corporation, Luisa & Sons, Inc., and Buena Tierra Development Corporation. His civic activities stem from his being a member of the Capitol Jaycees, Rainbow Communications Organization, and the Citizen's Police (QC, Makati, Manila PD-8) and director of the West Triangle Homeowners Association and the Philippine Chess Federation.

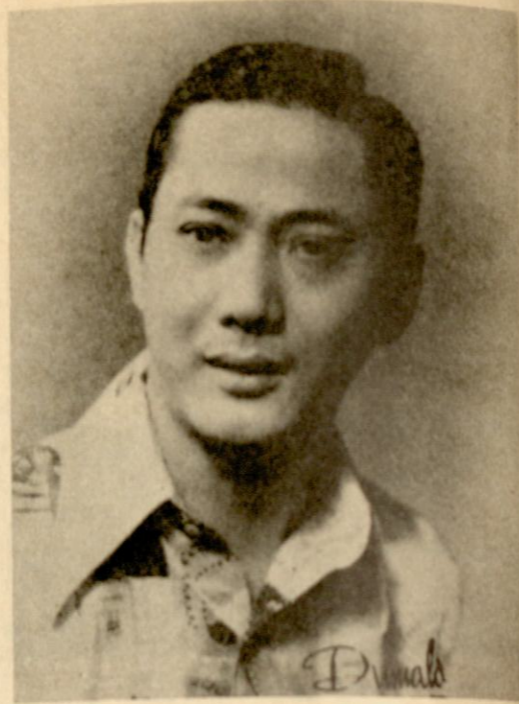
Despite his multiple interests and activities, Councilor Perlas has not, in the least, neglected his tasks and duties as city alderman. He admits, however, that he is still feeling his way around and that he still feels like he did when he was just starting to practice law. He figures that he'll need another month or two to enable him to get the complete hang of the business of lawmaking and to put him on a surer and firmer footing. But despite his alleged lack of full seasoning, he is one of the fluent, sensible speakers in the Council and is always in the thick of Council debates and discussions.

Stephen L. Sarino

An old hand in city administration and a well-known figure in the office of Mayor Norberto S. Amoranto, Councilor Sarino has helped numerous city residents in their problems in his capacity as special performance officer and executive-legislative liaison officer in the mayor's office.

Steve, as he is more popularly known among his constituents and friends, was born to former Bacoor (Cavite) Mayor Generoso Sarino and Rosalia Navarrette, a school principal, on December 26, 1936.

His father is a doctor by profession.



Steve Sarino

The youthful councilor finished his elementary and primary schooling at the Mabolo Elementary School in Bacoor. He enrolled at the Francisco Law College in Manila for his high school education and finished his Bachelor of Science in Commerce, major in Banking and Finance at the University of the East.

His work experience includes a stint as a junior bookkeeper at the Philippine Bank of Commerce and the Philippine Commercial and Industrial Bank, after which he was taken as executive assistant by Vice President Fernando Lopez, then concurrently secretary of agriculture and natural resources. Later, he was appointed special performance officer and executive-legislative liaison officer by Mayor Amoranto.

Steve is a member of several civic organizations. An active Lion, he has been director of the Capitol Lions Club and was one of the delegates to the Southeast Asian Lions Convention held in Taipei, Taiwan, in 1969. He was also a delegate to the Lions Convention held in Baguio City in 1971. He is a member of the Capitol Jaycees.

He was elected first councilor of Bacoor, Cavite, in 1963.

Councilor Sarino is chairman of the committees on education and zonification and member of all standing committees.

Immediately after his election to office, Councilor Sarino proposed the creation and maintenance by the city government of a city university for the poor but deserving students in Quezon City. He has also proposed the setting up of guidelines for proper observance of city zoning regulations. His staff is now preparing a proposed ordinance to amend City Ordinance No. 7907, which governs the enrollment of students in the various city high schools to raise the ceiling for exemption from the payment of tuition fees from P 300 to P 500 and requiring the submittal of copies of the income tax returns to insure free tuition of students.

Steve is married to the former Wilma Amoranto, eldest daughter of Mayor and Mrs. Amoranto. The couple are blessed with four children.

Danilo B. Roces

The youngest member of the Quezon City Council, Councilor Roces comes from a highly-respected family, with a rich political and business tradition.

Councilor Roces was born on July 20, 1945, in Santa Cruz, Manila. He acquired his elementary education at Ateneo de Manila, finished high school at the Baguio Military Institute and received his bachelor of arts degree at the Lycee Jaccard, in Lausanne, Switzerland. Back in the Philippines, he was awarded the degree of bachelor in business administration, from the University of the East.

His father, Congressman Joaquin R. Roces, has instilled in him the principles of integrity and nobility in public service. His mother is the former Angelita Bautista.



Danilo Roces

In business, Councilor Roces is president of the Protect-U Security Agency, and assistant manager of Roces & Associates Law and Accounting Firm.

He is married to the former Cynthia Gallardo, with whom he has three children — Joaquinito, Francis, and Maria Angela.

Second District

Andres V. Genito, Jr.

Andres "Jun" Genito is a man of humble beginnings. A boot-black, newsboy, elevator boy and messenger, at one time or another during his boyhood days, he rose to become a very successful businessman.

Born in 1933 in Negros Occidental, Genito came to Manila when he was barely five years old. His family was very poor. He had to do odd jobs to be able to continue his studies from the grades up to his college days. He earned his Bachelor of Arts degree at the PCCBA (now U.E.) and studied law at the Philippine Law School. He also took a course on Industrial Plant Management and Heavy Equipment in Japan.



Andres V. Genito, Jr.

Believing in the power of hard work as one of the means to success, Genito got himself deeply involved in various business enterprises early in life. He was a director of the Manila Hotel, Inc., in 1966 and is at present president of the Angenit Investment Corporation and the Andres Genito & Sons, Inc.

Genito also serves as consultant to various firms on log exportation and on plant and industrial machineries.

A member of the Chamber of Commerce of the Philippines, Genito was voted upon by the Nation Press and Radio-TV Club as the "Most Outstanding Civic Leader in the Field of Public Service" in 1971.

Among his awards:

1. From the Nation Press and Radio-TV-Club — the "Most Outstanding Civic Leader in the Field of Public Service" in 1971.
2. From the National Reporters Association of the Philippines — Pearl Trophy Service Award '72 as "Self Made Man of the Year."
3. "Model Public Servant" plaque of appreciation from the Legislative Journal Re-

ports and the Luzon Examiner.

He is chairman of the committees on fact-finding, games and amusements, and cottage industries. He is a member of the committees on welfare and safety, public works, subdivisions, ways and means, resettlement of squatters and housing, markets and slaughterhouses, assessments, cultural affairs, parks and playgrounds, social justice, reorganization, labor and conciliation, and physical fitness.

Ordinances introduced by Councilor Genito:

1. Ord. No. 9238, S-72 — Approved: May 10, 1972

Appropriating the sum of thirty thousand pesos to be made available for the Amoranto Palawan Cherry Blossom Tree Nursery at the 2-hectare lot being allocated beside the site of the Park Wildlife Office, Quezon Boulevard Extension, Quezon City.

2. Ord. No. 9259, S-72 — Approved: May 23, 1972

Appropriating Five Thousand Pesos to be made available to defray the cost of demolition of squatter shanties in Quezon City.

3. Ord. No. 9216, S-72 — Approved:

Creating the Quezon City Advisory Board under the Office of the City Mayor, to be composed of representatives from the various business groups.

4. Ord. No. 9274, S-72 — Approved: May 30, 1972

Appropriating the amount of Three Thousand One Hundred Eighty-Five Pesos and Ninety Five Centavos for the lighting facilities of the temporarily-designated site of the "Flea Market", specifically the Arcade of the Araneta Center along Aurora Boulevard, Cubao, Quezon City, subject to certain conditions.

5. Ord. No. 9280, S-72 — Approved: June 8, 1972

Requiring any trade, business, industry, undertaking, or activity of any kind that uses the services of a person as provided for under the Social Security Act to comply with the provisions of the said Act and labor laws before same be allowed to establish and/or operate its business in Quezon City, and providing penalties for violation thereof.



Melencio M. Castelo

Melencio M. Castelo

Councilor Castelo brings to his new position a wealth of experience and wisdom gained from his variety of civic and educational activities.

A member of the Philippine Bar, he is a recognized authority in law. He is an executive assistant on special projects of the Quezon City Bar Association. He used to have a lucrative law practice until he joined the public service.

He is a charter member of the Balintawak Lions Club. At the same time, he is the president of the Parent-Teachers Association of the Flora A. Ylagan High School, at Piñahan, Quezon City.

Vigorously involved in worthwhile educational movements, he is a director of the Capitol City Confederation of Parent-Teachers Associations.

Councilor Castelo is married to Lea V. Toqueban, a ranking assistant fiscal of Quezon City.



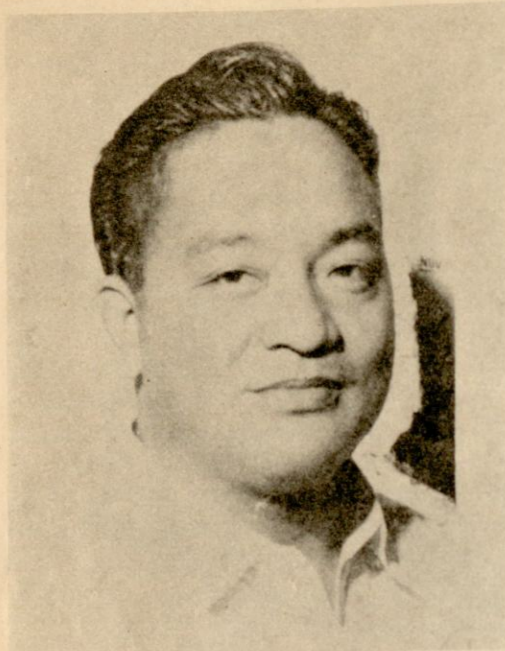
Emeterio Gonzales

Emeterio Gonzales

He was born in Barrio Culiati, Quezon City (formerly within the Municipality of Caloocan), on February 22, 1926, to the spouses Mariano Gonzales and Nieves Macaya. For sometime, in his youth, his family migrated to Tarlac where his father was working. In Tarlac, he took elementary and high school education. After that brief stay in Tarlac, he returned to his beloved Quezon City where he spent his early manhood.

Not long thereafter, the Second World War broke out and even as a young man, he answered the call of duty by joining the guerrilla movement operating in the Greater Manila area and in the provinces of Bulacan and Rizal.

In his own right, he made a name for himself as a young guerrilla fighter. He almost lost his life during the war. His flair for the military caught up with him after the war. He joined the Police Department of Quezon City and he was one of the few originals in the Quezon City's Finest.



Eulalio de la Cruz

He started as a beat policeman and rose to be the Chief of the Detective Bureau. In 1956, he was chosen Policeman of the Year. He resigned from the department but left a respectable name.

After his resignation, he tried his luck in business and made quite good. Because of his war record, his being a native of his district and a respectable record in the police department, his constituents elevated him to the City Council of Quezon City. Married to the former Emilia Basa of Cavite City, he is blessed with five children — Zenaida, Nieves, Tomas, Emerterio, Jr. and Benilda.

Eulalio de la Cruz

For many years, Councilor dela Cruz has been serving the residents of Quezon City as assistant chief of the Complaints and Action Group in the Mayor's Office. He has been responsible for solving many of the intricate problems that beset the citizens of the capital city. A loyal helper of Mayor Amoranto, he has been faithfully discharging his duties for the good of everyone regardless of partisan and religious considerations.



Estanislao G. Alinea, Jr.

His parents — Pablo dela Cruz (Tata Ambo) and Faustina de Loza — are well-known leaders in San Bartolome, Novaliches, where he, himself, lives at present.

He is married to the former Rufina Francisco, also of San Bartolome, Novaliches, by whom he has two children: Rolly and Letty.

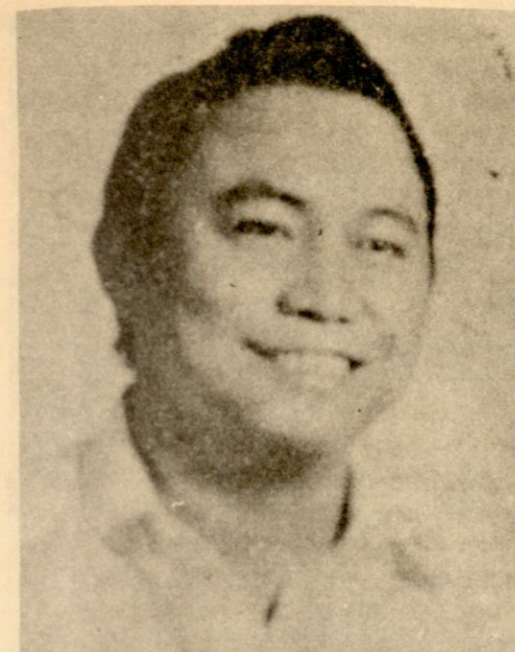
During the war, Councilor dela Cruz was a lieutenant in the Elga Guerrilla Unit (Mountain Corps, under Gen. Ramsey). He has been an employee of the Quezon City government from October, 1954, up to the time he resigned to run for councilor, on September 8, 1971.

An adviser of several youth and civic clubs, Councilor dela Cruz is an active member of the Cursillo movement, Decuria of St. Paul.

He has received an award from the Federation of Southern Luzon Radio-TV-Press Club in 1965.

**Third District
Estanislao G. Alinea Jr.**

Anyone who has followed the deliberations of the City Council will agree that one of its most outstanding members is Councilor Estanislao G. Alinea, Jr. As acting majority floor leader, there is hardly a session in which he does not lead the debates and discussions; he has filed or introduced the most



Jose J. Paculdo

number of resolutions and ordinances; and as Chairman of the Committees on Laws and Internal Government and on Reorganization and member in 10 other Committees, he conducts or attends a continuous series of committee hearings. Because of his eloquence and the fact that the Council rules are always on his fingertips, Councilor Alinea has been called by his colleagues "The Daniel Webster" of the Council.

Capitol Jaycees

Serving the people had, in fact, been Alinea's forte even before he became councilor. As a Capitol Jaycee, he had led in launching various civic projects: a seminar for barrio officials, annual selection of the Ten Outstanding Policemen of Quezon City, organization of the Capitol Federation of Youth Clubs, Operation Quick Count in the 1969 elections, relief work during calamities.

Before he became Capitol Jaycee President in 1969, Alinea served in various capacities: director and parliamentarian in 1966, vice-president for external affairs in 1967, and secretary in 1968. After serving his term as president, he became national chairman, Commission on Elections of the Philippine Jaycees, in 1970; then national chairman, Government Affairs Commission, also of the Philippine Jaycees, in 1971.

For his distinctive services as Capitol Jaycee official, Alinea received three awards: Testimonial Award, Leadership Award, and Most Outstanding Chairman Award.

It was when he was Government Affairs Commission national chairman that Alinea distinguished himself most by leading the Jaycee fight for the passage of the Electoral Code of 1971 after failing passage in the regular session of Congress.

It was in connection with some of his civic projects in the city that Alinea developed rather close relations with Mayor Amoranto which is why the Mayor, a shrewd judge of capable men, took him in his official ticket in the last election. The topnotcher in the third district, Councilor Alinea says that he decided to run for a political post in the belief that he would be in a better position to pursue civic and economic projects that would redound to the public welfare.

Besides undertaking the yeoman's task of revising the Council rules, Councilor Alinea has fathered various important resolutions and ordinances, most significant of which is the tax exemption ordinance which is designed to encourage the establishment of new industries in Quezon City.

Naning, as he is called by friends, was born in San Pablo City on February 23, 1933. He studied at the Ateneo de Manila where he obtained his degrees of Bachelor of Laws and Bachelor of Science (2nd Honors). He became a faculty member of his alma mater. Though a lawyer, Councilor Alinea has not done much law practice, devoting his time and efforts to business pursuits. He is chairman of the board and president of the Able Finance Corporation; chairman of the Board of Transrite Phil. Inc. and Transrite Trading Corporation; secretary-treasurer of the United Engineers Corporation; and secretary of The Cancio — Camus Engineering Corporation. He is a member of Chamber of Commerce of the Philippines.

Councilor Alinea is married to the former Mila Reyes by whom he has six children.

Jose J. Paculdo

Born in Dolores, Abra, on March 17, 1935, Councilor Paculdo is a product of the La Paz,

Abra, public elementary schools. He finished high school at La Paz Catholic School, took his A.A. degree at the Philippine College of Commerce, his B.B.A. at the University of the East, and his LL.B. at the Manila Law College.

A progress-oriented CPA, he has been an honor student from grade school to high school. He was a self-supporting student, while in college; he worked as market vendor, office messenger, and bookkeeper. In campus politics, he has led his classmates in various activities. In school year 1970-71, he was president of the Supreme Student Council of the Manila Law College.

He is on leave as general manager of the Nepa-Q-Mart and the Crespo Market in Project 6. He is an official of Golden Shower Ventures, Inc., and auditor of Integrity Detective and Protective Agency, Q.C.

At present, he is the treasurer of the Molave Woodpushers Club and director of the Cubao Lions Club.

His parents are: Policarpio B. Paculdo and Catalina Jurado Paculdo. He is married to Corazon Ramos-Paculdo, with whom he has two children: Jose Claro, Jr. and Josefina Paula.

Eduardo T. Paredes

Councilor Paredes has been in the City Council since 1963; he has consistently maintained the topranking position in the Council as majority floor leader since 1964 to the present.

His accomplishments are many, and his reputation as a loyal worker for the people has served as his most outstanding campaign issue. It was, indeed, most effective.

As an outstanding councilor, he has been the chairman of the committee on finance and appropriations and the committee on ways and means. He has been vice chairman of all the standing committees of the Quezon City Council.

An indefatigable public servant, he has found time to participate actively in various civic activities. He has been vice president of the Lions International, "Barangay Lions Club", and a delegate to the 52nd Lions International Convention in Tokyo, Japan, and to the 53rd Lions International Convention in Atlantic City.



Eduardo T. Paredes

Likewise, he was one of the delegates to the U.S. Mayors' Conference in Honolulu and assisted vigorously in the organization of the sisterhood of Asian and western cities, which brought to happy fruition the sisterhood relations between Quezon City and the cities of Mani County, Hawaii; Salt Lake City, USA; Taipei, Nationalist China; and Chiba, Japan.

He is a board member of the Boy Scouts of the Philippines, Q.C. and the YMCA, QC chapter; adviser of the Barangay Association, and director of the RANG-AY Association, a socio-civic organization of Ilocanos; and founder/former president of the Q.C. Supervisory Association (Institute of Public Administration, U.P.).

A former newspaperman, Councilor Paredes is a member of the National Press Club. He has received numerous awards of recognition and achievement from various organizations and groups. In 1969-1970, he received the Presidential and Lion of the Year Award.

Mayor Amoranto's long administration of Quezon City has benefitted a lot from the valuable and loyal assistance and support of Councilor Paredes. This has resulted in a number of admirable projects, of which the happy

beneficiaries are the citizens of the capital city.

Councilor Paredes' wife is the former Leonor Noñola, of Lucban, Quezon.

Mario Montenegro

One of the outstanding war heroes of the Philippines, Councilor Montenegro has received numerous awards for his distinguished services in defense of his country's freedom. Among them are: Philippine Defense Medal, Philippine Liberation Medal, Philippine Independence Ribbon, American Defense Medal, Asiatic-Pacific Theater Medal, World War II Victory Medal, Philippine Republic Presidential Unit Citation Badge and Distinguished Unit Badge.

He joined the Fil-American guerrillas in 1942, and the Hunter's ROTC guerrillas in 1943. He joined the Philippine Army in 1945.

A devoted civic leader, he organized the Filipino Vigilantes and the "Kilusan ng Bagong Pilipino" of San Juan, Rizal, of which he became vice president. He is a director of the Hunter's ROTC Association, PTA., St. Scholastica's Academy, and the Kilusang Pambayan.

He is a commander (regional) of Hunter's ROTC and member of the Philippine Veterans Association. A sugar planter in Lubao, Pampanga, he is a member of the Pasumil Sugar Planters Association, and attended Philsugin Seminars on Farm Management and Sugar Production.

Councilor Montenegro, a full-fledged movie star in 1950, was born in Pagsanjan, Laguna on July 25, 1928; but he is a resident of Quezon City for the last 21 years. He was a private secretary to former Vice Mayor Ismael Mathay, Jr.

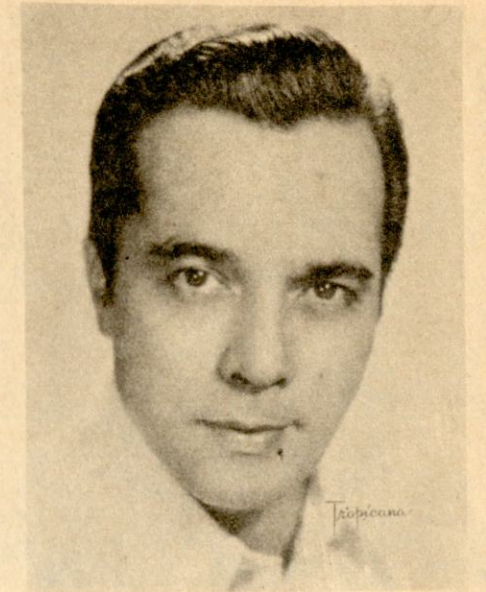
He is married to the former Leticia J. Arrastia, with whom he has three children: Marilyn, Honeylet, and Joey.

Fourth District

Alfredo A. Francisco

(Fred Montilla)

Councilor Fred Montilla's name is a byword in the QC political scene. As a councilor since 1968, he has spearheaded numerous projects



Mario Montenegro

that brought untold benefits to Quezon City residents. He is vice chairman of three committees in the council and member of six.

He was a member of the Q.C. Mayor's Committee on Juvenile Delinquency (1966-1967) and, on his own, assisted Q.C. residents during times of emergency and disaster.

He was educated at the Sta. Cruz Elementary School, Mabini Intermediate School, and at the University of the Philippines where he received his degrees in Bachelor of Philosophy and Bachelor of Arts, and where he took advanced courses in military science and tactics.

He is the 1st National Vice Commander, U.P. Vanguard; co-chairman, Community Chest, QC; YMCA board member; Boy Scout Council, QC, member; captain, AFP reserve force; member, U.P. Alumni Association; and member, FAMAS.

A notable member of Philippine show business, he received the FAMAS award for "Best Actor" in 1954; he is emcee of "Jack Pot Contest" show Time on television.

Councilor Montilla is married to the former Socorro Zaballero, of Lucena City and Quezon Province, with whom he has two girls and three boys.



Fred Montilla

Jesus Perlas, Jr.

One of the more popular councilors of Quezon City for the past many years is re-elected Councilor Jesus P. Perlas, Jr. And deservedly enough. No one who went to his office with a problem was ever left unattended. An outstanding Jaycee to the core, he brought the splendid creed of goodwill and service into his job as councilor.

He was born on October 8, 1934, in Manila. He received his elementary and high school education at San Beda College. A civil engineering graduate of U.P., he was sixth highest in the board examination for civil engineers in 1955. He received his Master in Industrial Management degree in 1956, and took the NEC-ICA course in Effective Business Communication in 1961.

He has been in the whirl of Jaycee operations for many years. He has been vice president for operations, Jaycee International, national president of Philippine Jaycees, and president of Capitol Jaycees; for his work, he received the outstanding performance award from the Philippine Jaycees (1966), "Most Outstanding Jaycee of Luzon" (1965), "Award for Outstanding Achievement", Capitol Jaycees (1964), and he was picked as the "Most Outstanding Capitol Jaycee" in 1962.

In 1967, he was selected the "Most Outstanding Jaycee of Asia" in Seoul, Korea. That same year, he received the outstanding public service award from the QC Board of Realtors.

In 1969, the Beta Epsilon Fraternity of U.P. gave him the "Purple Tower Award" for being outstanding alumnus; he was the "most outstanding Knight of the month" in 1968; in 1966, he was selected "Most Outstanding Alumnus" of San Beda College.

Councilor Perlas has been a topranking official of the Knights of Columbus, Philippine Association of Civil Engineers, Citizens League for Good Government, Community Development Committee, Kamuning, QC, and the QC Community Welfare Council.

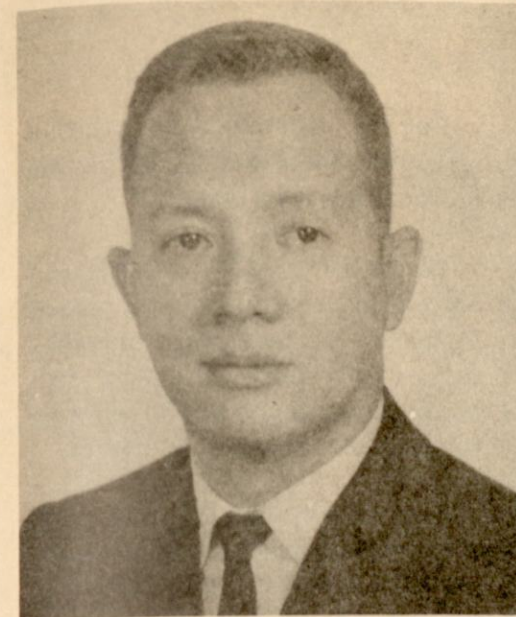
As QC councilor, he was chairman of six committees, project director of the socio-economic survey of Quezon City, sponsored jointly by the QC government, NSDB, and Department of Social Welfare. In 1971, he was a US government grantee for study on Urban Planning for East Asian municipal planning officials.

In addition to his job as councilor, he is the proprietor of Multiple Engineering, general manager of Perlas Development Corporation, and director of Life Savings & Loan Association.

Councilor Perlas is the son of former NWSA general manager Jesus C. Perlas, of Iloilo, and Anunciacion Pineda. He is married to the former Sonya M. Acevedo, of Aklan; their children are: Joseph, Jesus III, and Jaime.

Honorio M. David

Councilor David has been busy in many civic activities that when he ran for councilor for the first time, he did not need much introduction to be recognized and to win. He is a member of the advisory council of the Community Chest and Councils of the Philippines, Inc., chairman of the Quezon City Health and



Jesus Perlas, Jr.

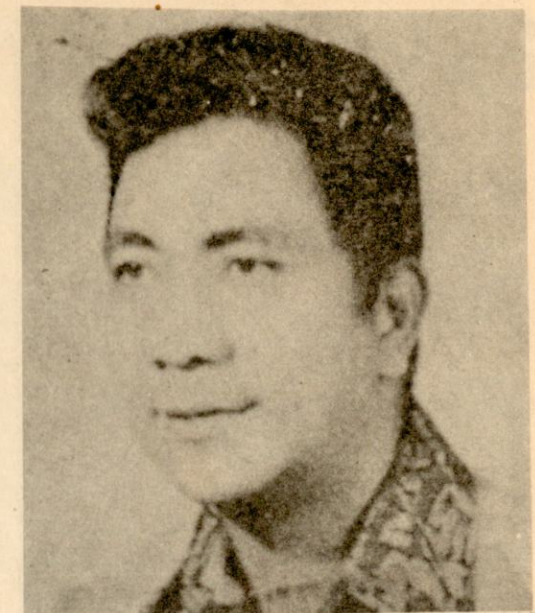
Disaster Council, Galas Park and Playground and Holy Redeemer Parish Council (Fiesta '71). He is the adviser of the Solidarity for Social Dedication and Galas '71. He is a sustaining member of the Boy Scouts of the Philippines and the UMCA, Q.C. Chapter.

After he graduated from MLQ University, with the degree of Bachelor of Laws, Councilor David became an outstanding lawyer in Quezon City. He is a member of the Philippine Bar, Quezon City Bar Association, Executive Development Academy, and Cubao Walking Corporation.

In 1962, he was a director of the Quezon City Police Security Association, and in 1970-1971, he was a director of the Chamber of Furniture Industries, Phil., Inc.

Councilor David has been vice president of Federation of Nacida Producers, Phil., Inc. and Dale Carnegie, Class '71. He has received numerous awards from the following organizations: Quezon City Medical Society, Kiwanis Club, Manila Graphic News Publication, Legislative Journal Report, and others. He received the Presidential Award from CFI, Phil., Inc. and was recognized as "Outstanding Business Executive" by the Writers' Guild & Radio-TV Commentators of Greater Manila.

He is married to the former Lily Sison, of Pangasinan. They have two children, namely, Agnes, 15, and Jessie, 14.



Honorio M. David

Jose Vera Perez

Councilor Vera Perez comes from a family of noted civic and government leaders. He is the grandson of the late Senator Jose O. Vera and Dolores H. Vera, and the late Provincial Treasurer of Tarlac, Jose Leonardo Perez. His parents are Dr. and Mrs. Jose R. Perez, of Sampaguita & Vera Perez Production.

Born on March 26, 1944, he studied at Letran College, Ateneo de Manila, University of Santo Tomas — where he received his A.B. degree (Political Science) — and the U.S.T. Law School. He has attended the seminar on incentives for commerce and industry, another seminar of the Board of Investments, a third on the Role of Advertising on Commerce and Industry, and the UP Seminar on Taxation Laws.

At present, Councilor Vera Perez is president of the JRP Advertising & Sign Agency; treasurer of Filjem Import-Export Company; director of J.O.V. Fund and Trust Co. and Philippine Motion Picture Producers' Association; president & general manager of United Brothers Productions; and vice president of both Vera Perez Enterprises and Sampaguita Pictures. He represents Ilford Films, Inc. (England) in the Philippines.



Jose Vera Perez

He is a member of the Philippine Chamber of Commerce and Philippine Marketing Association; he is chairman of the Special Events and Youth Groups (Philippine Anti-Tuberculosis Society).

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Due to constraints of printing schedules, the coming out of this brochure has been delayed.

To the Quezon City officials who have so generously extended a hand to make this publication possible, to our advertisers who have supported this project, and to our contributors—our sincerest apologies.

May we also take this opportunity to acknowledge the support of the City Mayor, the Honorable Norberto S. Amoranto; the Vice Mayor, the Honorable Carlos L. Albert; all Members of the City Council; all Department Heads and other city officials and employes who may have helped in one way or another in the putting out of this publication.

We likewise acknowledge the moral support of former Councilor Florentino Lopus, and the editorial assistance of his son, Jojo Lopus, and Rumolo Lofamia, a noted writer from the Engineering Department.

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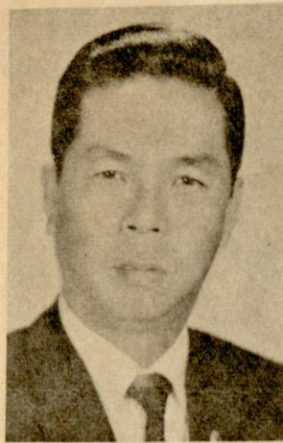
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Special Reports

The Executive-Legislative Liaison Office

Unaffected humanism is the vital feature of the city administration of QC Mayor Norberto S. Amoranto. To translate this term in a language that will fill the perennial need of the residents, the office of the Executive-Legislative Liaison Officer has to work on a very simple formula: "a government of the people, by the people, and for the people".

At first glance, it seems there is nothing new at the base of the said formula. It is our accepted theory of good and popular government. However, out of that simple formula comes the big question mark: how simple is simple? The execution of that simple formula, together with its varied ramifications, makes it most difficult.

The Office of the Executive-Legislative Liaison Officer (ELLO for short), has had book-length experiences in implementing Mayor Amoranto's unaffected humanism that has found loyalty and love among his people. Numberless personal problems that could not be accommodated in the Mayor's work are being attended to by the ELLO. The rains came with the devastating flood and the ELLO was there with the Mayor and the SWA (Social Welfare Administration), extending help to affected residents.

The ELLO, therefore, is not particularly a liaison office between the executive and legislative departments of the city government. It has become an extension of the Mayor's office in pursuing the policy of good government and honest leadership.

Presently headed by Hon. Florentino A. Lapus, twice elected city councilor, the ELLO is functioning with less red tape, which is in accordance with the nature and character of the City Mayor himself.

Impatient and always anxious to do something, the present head of the ELLO radiates excitement around him. When he starts doing



Florentino Lapus

something, he wants it finished in the shortest time possible. He had been assigned to make the 3rd QC Pilipino Film Festival a success.

Having attended International Conferences on Taxes and Assessment, Lapus has prepared studies on mass revaluation program which is geared toward reaching the majority of the city taxpayers. He has also submitted to the mayor's office a proposal on a re-assessment of machineries in different factories to determine the correct taxes that should be collected by the city treasurer.

The ELLO has also represented the office of the City Mayor in conferences with business and civic leaders. To avoid a communication gap with other agencies of the government, the ELLO is regularly conferring with representatives of these offices.

All these are being performed by the ELLO for the benefit and welfare of the city government and the people. In sports and other public activities, the ELLO is always at hand. And Lapus, being an active newspaperman and TV personality, also acts as the Mayor's representative in conducting press conferences and public forums.

ANG PELIKULANG

PILIPINO

KAHAPON,

NGAYON AT

BUKAS

Ni Jojo M. Lapus

Sa unang dalawampung taon ng ating siglo, maantak pa ang sugat at gunita ng himagsikang naging daan sa pagkakatatag ng Unang Republika ng Pilipinas; republikang winasak sa pagdatal ng mga imperyalismong Amerikano. Anupa't ang baya'y natakam lamang sa sandaling kala-yaan. Bunga nito'y lalong naging masidhi ang pagtutumulot ng kalooban ng ating mga mamayan.

Lubhang Makapangyarihan ang bagong mananakop, hindi lamang sa kanilang taglay na sandata, kundi pati na rin sa kanilang itinurong wika. Nguni't di naman lahat ng sumakop na dayuhan sa Pilipinas ay iisa ang hangarin. Ang mga kano ay maaaring naiiba, sa pagtingin, sa pagmamalasakit at sa paghahangad na makabangon tayo sa lupasay na kalagayan.

Ang Unang Taon ng Pelikulang Pilipino

Taong 1912. Hindi birong halaga ang ginugol ng mga Amerikano upang ang kasaysayan ni Gat Jose Rizal, pangunahing bayaning pilipino ay maisalin nila sa pelikula. Sa pamamagitan ng kanilang salapi, naisapelikula nila ito na ang pawang nagsiganap ng mahahalagang tauhan ay mga Pilipino. Ito marahil ay ginawa ng mga Amerikano upang patunayan na sila'y naparito hindi upang tayo'y sakupin at siilin, kundi



NORA AUNOR



TIRSO CRUZ III

upang tumulong sa pagtatatag ng Bagong Pilipinas. Isang bagong bayan na maipagkakapuri kanginuman. Isang bansang maunlad at dakila. Isang Pilipinas na magiging tahanan ng lalong dakila at mulat na mamamayan.

Ang kanilang mga naituro ay nagbunsod kay Jose Nepumuceno, isang potograpo, upang pasukin ang larangan ng produksiyon. Ang kanyang itinatag na Malayan Movies noong 1932 ang siyang nagsapelikula nang hindi malilimutang "Dalagang Bukid", "Tatlong Hambog", "Sampaguita", at ang "La Mujer Filipina", na pawang naging kasiya-siya sa mga mamamayang pilipino.

Ang kauna-unahang pelikulang may "talkies" ay inilunsad naman ng Philippine Films noong 1933 sa pamamagitan ng pelikulang "Ang Asawang". Nang maging matagumpay ito, kaagad nilang isinunod ang pagsasapelikula ng "Ang Mga Ulila" na tinampukan ni Rosa del Rosario. Mabunying tinanggap ng publiko ang pelikulang ito, kaya't lalong sumigla ang Philippine Films at kanilang pinagbuti ang ang pagsasalin sa pelikula ng "Punyal na Ginto" na pinangunahan nina Carlos Padilla at Alma Bella.

Nagsilbing inspirasyon sa maraming nagsasaliksik at naghahangad na mapaunlad ang industriyang ito, kaya noong 1934, itinatag ni Pedro Vera, isang assemblyman sa Catanduanes ang Literary Song-Movie Magazine. Nagkaroon ng pagkakataon ang maraming manunulat na maihasa ang kani-kanilang panitik sa magasing ito. Ang iba'y nagpakadalubhasa sa pagsulat ng mga sukat malaman sa mga bituin, direktor at tekniko ng puting tabing. Nakilala sila sa

buong kapuluan. Naging daan din ang pagkakataong ito, upang makaroon ng pagkakataong maitanghal sa buong bansa, gayundin sa mga dulaan sa ibang bansa ang pelikulang "Zamboanga" na ang pangunahing bituin ay ang yumaong Fernando Poe, Sr. Dito rin nagsimula ang pagkakatatag ng iba't ibang samahan ng pelikula na kinabibilangan ng Sampaguita Pictures, LVN Pictures, Premiere Productions, X'otic Films, Excelsior Pictures, Cervantina-Filipino Pictures at Pharlatone Hispano-Filipino Incorporated.

Nang sumiklab ang Ikalawang Digmaang Pandaigdig, pansamantalang namatay ang industriyang bumuhay at nagbigay kasiyahan sa maraming pilipino. At upang may ipangtawid-gutom ang ating mga artista at direktor, nangtanghal sila ng dula at komedya-musical sa mga tanghalan ng mga pangunahing dulaan sa Maynila at karatig. Pansamantalang nakapagdulot ng kasiyahan sa mga takot at nangangambang mamamayan ang panood sa mga pagtatanghal na ito. Sa daan ay naglipana ang mga Hapones. Nagkalat ang mga kolaboreytor at sandatang pumuputok. Ang umaatikabong palakpakan sa loob ng sinehan ay natatabunan ng naglalakasang ugong ng eroplano at nang walang tigil na putukan.

Orasang Ginto — Unang Pelikula Pagkatapos ng Digmaan

Sa mga kompanya ng pelikula na nagsara nang sumiklab ang digmaan, kaunaunahang nagbukas ang LVN Pictures. Hindi pa man natitigil ang putukan sa ibang panig ng kapuluan, isinalin na nila sa pelikula ang "Orasang Ginto" noong 1945. Ang Sampaguita Pictures ay nagbukas sa pamamagitan ng kanilang "Ulilang Watawat" na sinundan naman ng pelikulang "Probinsiyana" ng Premiere Productions.

Lalong naging masigla ang industriyang ito sa mga sumunod pang taon, hanggang sa maitatag ang Philippine Movie Producers Association na kinabibilangan ng Premiere, Sampaguita, LVN at Lebran, na lalong nakilala sa tawag na "Big Four". Ang apat na higanteng ito ng pelikulang pilipino ang nagpatakbo ng industriya sa sumunod na sampung taon. Sila ang nagtakda sa uri ng pelikulang gagawin ng kani-kanilang produksiyon. Pinagsikapan din nila

ang pagkakaroon ng isang matatag na patakaran sa paggawa ng isang pelikula, at nang sa gayon ay maitakda ang pagpapasahod sa mga bituin, direktor at mga tekniko.

International Prestige Award

Bihira sa ating mga tagatangkilik ng pelikula ang nakakabatid na si Direktor Teodorico C. Santos, kilalang manunulat sa Pilipino at Ingles ang kauna-unahang tekniko na hiniram ng istudyo ni Run Run Shaw sa Singapore upang magturo at magsanay sa mga tekniko ni Shaw. Ang mga pelikulang Genghis Khan ni Manuel Conde at Sigfrido ng Lebran ang nagtungali sa pinakatampok na karangalan sa Venice Film Festival noong 1952. At noong 1954, nakamit ni Luciano B. Carlos ng Sampaguita Pictures ang Golden Harvest Award for Best Screenplay sa First SEA Film Festival na idinaos sa Tokyo, dahil sa katangi-tangi niyang pagkakasulat sa "Ang Asawa Kong Americana".

Nang sumunod na taon, 1955, ang Premiere Productions naman ang nag-uwi ng tatlong karangalan para sa Pilipinas dahil sa kanilang "Ifugao." Natamo ni Efren Reyes ang Best Actor Award. Naging pinakamahusay na direktor ng taong sa buong Asya si Gerry de Leon, samantalang ang Best Screenplay Award ay natamo nina Cirio H. Santiago at Ding M. de Jesus. Hindi rin nagpabaya ang LVN Pictures, sapagka't nang sumunod na taon ay sila naman ang nag-uwi ng karangalan. Ang kanilang Anak Dalita ay nahirang na pinakamahusay na pelikula ng 1956. Si Gregorio Fernandez ang pinakamahusay na direktor at Best Actor naman si Rogelio de la Rosa.

Anupa't pabuti nang pabuti ang industriya. Nagpapaligsahan sa uri at ganda ang Big Four. Patuloy naman ang ating mga bituin at tekniko sa pag-uwi ng karangalan para sa Pilipinas. Taong 1957, nang makamit ni Lamberto Avelana ang karangalang Best Director of Asia dahil sa kanyang pamamahala sa pelikulang "Badjao" ng LVN Pictures. Best Screenplay Awardee naman si Gregorio Carballo. Ang iba pang matatagumpay na bituin at tekniko ng pelikula kahapon ay kinabibilangan nina Romeo Vazquez sa "Ako ang Maysala" at Rebecca del Rio sa "Malvarosa" noong 1958. Naging

pinakamahasay na batang bituin si Boy Planas sa kanyang pagganap sa na moog ng ating pelikulang "Day of the Trumpet". Sila ay iilan lamang sa mga hindi malilimot na moog ng ating pelikula kahapon. Sila, na ang pagmamahal sa propesyon ay hindi lamang upang bigyang-kasiyahan ang mga manonood, kundi upang bigyang-karangalan ang kanilang pagsisikap na mapabilang ang kanilang Inang Bayan sa mga bansang nagsasapelikula ng magaganda at mayuring panoorin.

Ang Ating Industriya sa Kasalukuyan (1961-1972)

Naging lalong magaganda at mahigpitan ang paligsahan sa paggawa ng mga pelikulang may uri nang dumami ang mga prodyuser. Unti-unti ay nakabanaag na ng kaunlaran sa industriya. Subalit ang pagkakataong maitanghal sa ibang bansa ang ating ay biglang lumabo. Tumaas ang halaga ng mga materyales na kailangan sa paggawa ng pelikula. Ang mga bituin at tekniko ay humingi ng dagdag sa dating halaga na kanilang tinatanggap. Ang mga nagtitipid na prodyuser ay napilitang magsara. Ang mga maaaring gumugol ng higit ay nagpatuloy. Ibinigay nila and hinihingi ng mga bituin at tekniko. Sa may isangdaang pelikula na itinatanghal taun-taon sa Maynila at karatig, halos apat lamang ang maaaring makapasa sa pamantayan ng mga pelikulang maitatanghal sa ibang bansa. Ang mga prodyuser at takot gumugol ng higit, kaya't nagtiis na lamang sa mga tagatangkilik na pilipino.

Sakit ng Ulo ng mga Prodyuser

Dumami ang sakit ng ulo ng mga prodyuser. Dati, ang kanilang idinaraing ay ang pagtaas ng halaga ng materyales na kailangan sa paggawa ng pelikula. Ngayon, ang ibayong taas naman ng halagang sinisingil ng mga artista at tekniko. Naging doble and upa sa sinehan. At mangyari pa, tumaas din ang bayad ng mga manonood. Dahil dito, dumalang nang dumalang ang paggawa ng ibang produksiyon. Ang LVN at Premiere at pansamantalang nagsara, hanggang sa ang LVN ay tuluyan nang hindi gumawa ng pelikula at sa halip ay pinaupahan na lamang ang kanilang istudyo at aparato sa ibang produksiyon. Ang ganitong pangyayari ay sinamantala ng ibang prodyuser. Ang mga bituin at tekniko ng mga nagsarang produksiyon

ay kanilang ginawang tuntungan upang magawa ng pelikulang tatabo sa takilya.

Igorota: Katangi-tanging Pelikula ng Bagong Panahon

Sa mga nagawang pelikula sa bagong panahon (1961-1972) ang pelikulang "Igorota" ang namumukod sa lahat. Matagumpay na nakamit ng pelikulang ito ang iba't ibang karangalan sa Film Festival sa Maynila at Asya. Hinangaan ang mga bituing nagsiganap dito, nang ito ay itanghal hal sa mga pangunahing dulaan sa ibang bansa. Limpak limpak na salapi ang iniakyat ng pelikulang ito sa Nepomuceno Productions. Si Charito Solis, ilang ulit na naging pinakamahasay na bituing babae sa Famas at dalawang ulit na nagkamit ng karangalang pinakamahasay na bituin sa buong Asya ay kinilalang isang International Star. Ang iba pang mga katangi-tanging pelikulang naitanghal sa ibang bansa ay kinabibilangan ng mga pelikulang "Magpakailan Man", "Facifica Falaypay", "Zamboanga", at iba pa na pawang naging tagumpay sa mga unang buwang ng pagtatanghal sa Hawaii at San Francisco.

Ang Panahon ng "Bomba Films"

Sa nakaraang dalawang taon, naging "international craze" ang "Bomba Films". Sa pelikulang pilipino ay namayani ang pelikulang bomba. Ito ang uri ng pelikula na hindi na kinakailangang bumayad ng mahal sa isang magandang kasaysayan; hindi na rin kailangan ang magaganda at simpatikong bituin; ang magaling na direktor. Ang tanging sangkap nito ay mga parehang handang lumabas na walang saplot ang katawan. Basta't magaling kang umarte sa malambot na kutson, tiyak na sikat ka.

Umagos ang pelikulang "Bomba". Halos lahat ng sinehan sa Maynila at Karatig ay ganitong uri ng pelikula ang mapapanood. Nagkamal ng husto ang mga prodyuser. Dumami ang mga artistang bombero at bombera. Giniba ng mga "bomba stars" ang katanyagan ng mga sikat na bituin. Lumubog ang mga pelikulang musical at aksiyon. Maraming baguhan ang nagsanay magdirihe.

Sa madaling sabi, bumaba ang uri ng pelikulang pilipino. Ang halos tatlong taong nakalipas ay iniukol ng mga prodyuser sa paggawa ng

pelikulang pinipilahan ng mga kalalakihan. At marahil kung hindi naghigpit ang mga kagawad ng sensor at iba pang mga sangay ng pamahalaan, patuloy pa hanggang sa kasalukuyan ang paggawa ng ganitong uri ng pelikula.

Ang Filipino Film Festival

Bukod sa paggawa ng pelikulang may uri para sa taunang Famas, ang mga bituin, director, tekniko at prodyuser na hindi nakisama sa agos ng "Bomba" ay nagsikap magakawa ng pelikulang may uri at katangi-tangi sa pagdiriwang ng Film Festival sa Maynila at Quezon City. Dito, kanilang pinatunayan na hindi pa lubusang nalulugmok sa putikan ang ating industriya sa paggawa ng pelikula. Sinikap nilang pakinisin at pagandahin ang mga pelikulang inilalahok nila sa festival. Paano'y tuwing may ganitong "festival" lamang maaaring makapanood ang ating mga kabataan, kababaihan at iba pang hindi mahilig sa pelikulang bomba. Ang labanang pang-magkaibigan ay nabibigyan nila ng dangal. Maraming bituin at direktor ang nakapag-bangong puri. At marami ring prodyuser and nakaiwas sa madilim na landasing muntik na nilang binagsakan.

Sa NGAYON, iilan na lamang ang nalalabing matatag. Matatag hindi lamang sa pagiging bituin at direktor. Matatag hindi sa kanilang mga paninindigan. Matatag sila sapagkat, sa kabila ng dumaraming hamon sa kanilang katanyagan ay napapanatili nila ang kanilang pangalan. Nanatiling matatag sila sa kanilang tinatamasang-tagumpay. Sila, na kahit anong katauhan ang gampanan ay nabibigyan nila ng buhay. At maging sinuman ang katambal ay nananatiling patok sa takilya. Tunay na kakaunti ang mga Eddie Rodriguez, Fernando Poe, Jr., Joseph Estrada, Luis Gonzales. Hindi na rin gaanong marami ang mga Marlene Dauden, Boots Anson Roa, Gloria Romero, Rita Gomez. Iilan na lamang sila sa mga tunay na propesional sa larangan ng pelikula. Hindi rin marami ang Lea, FPJ, Emar, Virgo, Sampaguita at Premiere. Sila na lamang ang nalalabing matatag na haligi ng pelikulang pilipino sa ngayon, na nagpapahalaga sa uri at ganda ng pelikulang dapat nilang ihandog sa madlang tagatangkilik. Kung hanggang saan sila tatagal, tanging ang panahon lamang ang makapagsasabi.

Ang Pelikulang Pilipino sa Hinaharap

Bukas, marami na ang mga pagbababong magaganap sa ating pelikula. Mga pagbabagong hindi sa pagbibigay kasiyahan sa ating mga manonood kundi sa pamamaraan ng paggawa ng pelikula.

Magkakaroon na ng pagbabalangkas sa buong pelikula bago pasimulan ang paggawa. Hindi na mangingiming gumasta ng labis ang mga prodyuser upang makatiyak sa uri at ganda ng kanilang pinaggugulang negosyo.

Sa pagpili ng mga bituing magsisiganap, paiibabawin ng mga prodyuser at direktor ang pagpapahalaga sa kakayahan ng isang artista at hindi ang lakas o kapit sa direktor at prodyuser. Mawawala na ang "Pogi System o ang Beauty System". Hindi man gaanong maganda at makisig, nguni't nagtataglay ng sapat na kakayahang mailarawan ang anumang katawhang hinihingi sa kasaysayan ay maaari nang ilunsad sa pagiging bituin. Aanhin mo ang isang bituing maganda nga at makisig, ang boses naman ay ipit at ang arte'y pilipit?

Ang pagka-direktor sa hinaharap ay magiging isang tunay na propesyon, na kakailanganing paghandaan or pag-aralan. Hindi maaaring maging sapat na batayan ang karanasang natamo sa pagiging katulong na direktor sa mahabang panahon, upang siya'y pagtiwalaang mamahalang mag-isa sa pelikula. Ang kanyang kakayahan o kaalaman sa musika, sa potograpiya, sa sining ng pagganap, sa siyensiya ng "sound" at sa iba't ibang bagay na magpapatingkad sa kanyang kakayahan upang kumilala ng pangit at maganda, ang dangal at kasamaan, ay dapat maging pangunahing batayan o gabay sa tiwalang ipagkakaloob sa mga direktor sa hinaharap. Ang direktor ay magiging supil ng prodyuser kapag nauukol sa paggawa ng pelikula, nguni't hindi rin naman siya makikipagtunggali sa mga gumugol sa pelikula kung ang pagtataluna'y ang uri ng panooring kasisiyahan ng mga manonood.

Sa pagpili ng kasaysayang pampelikula, kinakailangang pagsikapan ng mga prodyuser na kapani-paniwala ito upang maiwasan ang mga upasala at puna ng mga manonood. Ang istorya ay pangunahing kailangan ng ating pelikula, kaya't kailangang ito'y maging maganda at ma-

kinis. Ang kasaysayang kopya o hawig sa mga pelikulang banyaga at iba pang nalathala na sa mga pangunahing babasahing banyaga o lokal, at hindi pinag-ukulang bayaran sa mga sumulat ay hindi na mangyayari sa hinaharap.

At higit sa lahat mamumulat na ang kaisipan ng mga manonood. Aalisin na nila ang pagiging lubhang panatiko kay ganito at ganoong bituin, kahima't pangit at walang uri ang pelikulang kanayang nilabasan. Paiiralin na nila ang lalong kasiya-siyang panoorin. Matatanggap na nilang pintasan ang mga pelikulang sa kanilang panlasa'y hindi nakapasa sa antas ng isang may uring pelikula.

Bukas, makatitiyak tayong uunlad ang ating pelikula. Makikilala rin tayo sa ibang bansa, sa pagkakaroon ng isang maunlad na industriyang tulad ng paggawa ng pelikula. Maipagkakapuri na natin sa mga dayuhan ang ating mga pelikulang pilipino. Hindi na mangingiming pumasok sa mga dulaan ang ating mga ipokritong kababayan upang panoorin ang isang pelikulang tatak pilipino. Ito ay darating natitiyak namin. Daratal ito, tulad ng pagsilay ng isang bagong umaga, paglipas ng buong magdamag. Umaasa kami. Lamang ay hindi namin matiyak, kung kailan. Naniniwala kami na sa hinaharap ay lalong magiging maganda ang BUKAS ng pelikulang pilipino.

QUEZON CITY POPULATION

	Both Sexes	Male	Female
Bago Bantay District	64,547	31,244	33,303
Balintawak District	47,013	23,413	23,600
Capitol District	5,448	2,756	2,692
Central District	38,489	17,967	20,522
Cubao District	69,152	32,777	36,375
Diliman District	21,413	10,469	10,944
Galas District	29,987	14,061	15,926
Kamuning District	32,954	15,524	17,430
La Loma District	38,011	17,953	20,058
Murphy District	51,032	24,859	26,173
New Manila District	17,328	7,746	9,582
Novaliches District	22,103	10,948	11,155
Quadrangle District	15,574	7,033	8,541
Quirino District	75,401	35,547	39,854
Roxas District	27,519	12,548	14,971
San Bartolome District	13,806	7,044	6,762
San Francisco del Monte	58,801	28,476	30,325
San Jose District	43,661	19,784	23,877
Santol District	10,489	5,186	5,303
Santa Mesa Heights	26,257	11,904	14,353
Tandang Sora District	45,467	21,578	23,889
GRAND TOTAL	754,452	358,817	395,635

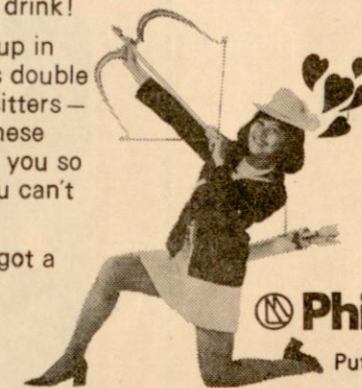


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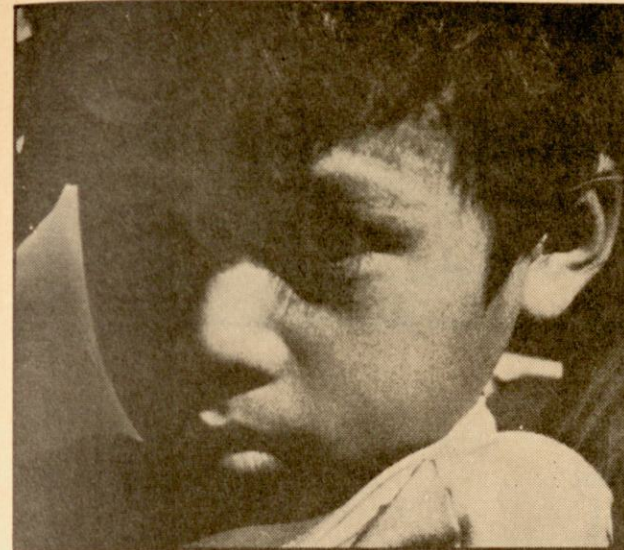
The Filipino-Chinese Chamber of Commerce

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Who's concerned about him? We are.

Like so many others, we believe that the less fortunate among our youth, if given the chance, can develop into responsible citizens of the future. That is why we have helped develop programs aimed at the youth's mental and physical upliftment.

Take the Tondo Youth Foundation's Don Bosco Training School and Boys' Center, established in 1967 to provide training in vocational skills. And the Barrio Book Foundation -- which, by selling books at cost to more than 1,000 barrio high schools all over the country -- helps accelerate literacy and spread knowledge.

Planned sports activities round off the youth's character development.

Since 1890, our expansion and diversification have been accompanied by ever-increasing requirements for manpower. As we continue to grow, becoming more and more involved in our people's way of life, we shall ever be conscious of the needs of our youth.



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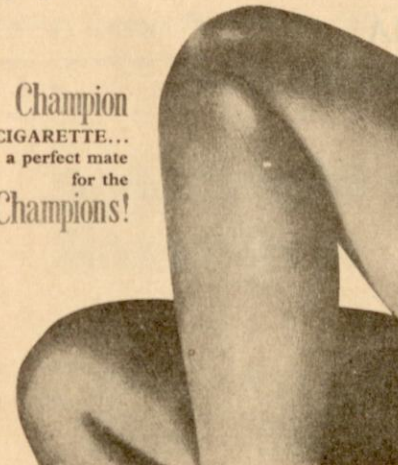
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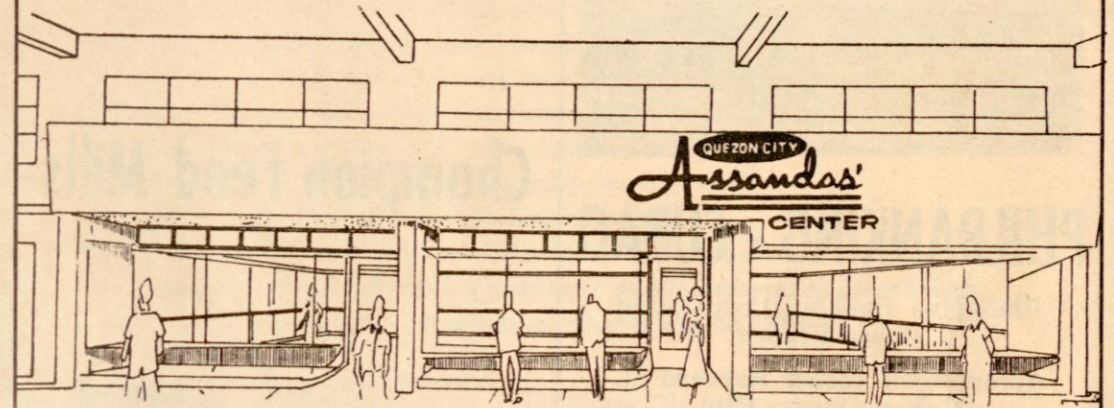
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