

VERTICAL FILE  
Davao II (6)

Araw ng Davao  
P-2

37th ANNIVERSARY CELEBRATION March 16, 1974

COLLEGE LIBRARY  
DAVAO

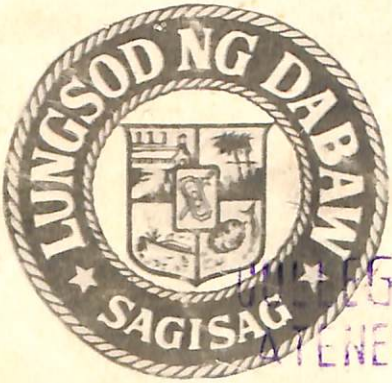
# ARAW NG DABAW

DS  
Araw ng Davao  
P-2

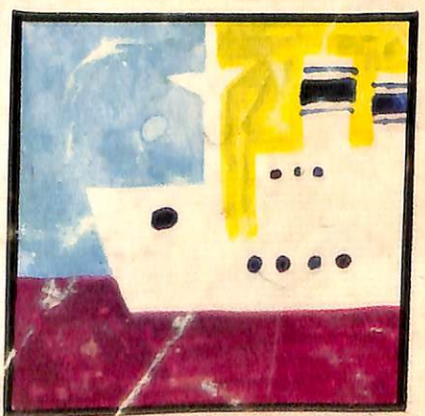
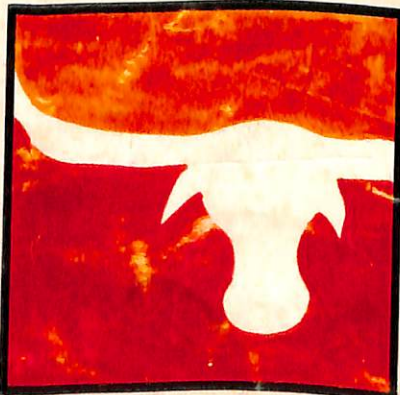
DS



Ateneo de Davao University  
LIBRARIES  
\*320270000195T\*



COLLEGE LIBRARY  
ATENEU DE DAVAO







## Message


*Let me extend my warm greetings to the people of Davao City on the occasion of their 37th anniversary this March 16.*

*It is heartening to note that the city, under the enlightened leadership of Mayor Luis T. Santos, has programmed different activities for a meaningful anniversary celebration with more substance in keeping as it is with the New Society's reform program.*

*Indeed, we should make this occasion more auspicious and meaningful by working more zealously for the good of our community in particular and for the country in general. This has been and always will be our pledge to our people and to their local governments: we will go on helping them at all levels to attain progress and peace.*

*May your anniversary strengthen your commitment for a better tomorrow under the aegis of the New Order.*

March 12, 1974

  
JOSE A. ROÑO  
Secretary, DLGCD

COLLEGE LIBRARY  
ATENEO DE DAVAO

VERTICAL  
FILE



## Message

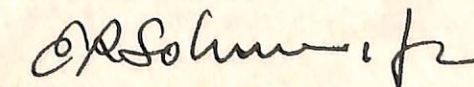
*Davao City is one city in the Philippines that every Filipino should be proud of. It was carved out from the frontiers and wilderness that was Mindanao by people coming from different regions in the Philippines.*

*What the Davawenos had done is an example of how people of diverse regional traditions and culture could work together for common goals in an atmosphere of cooperation and brotherhood.*

*Davao City is a monument of love, tolerance and unity. It is a shining example of the best in the Filipino.*

*Congratulations to the leadership of the city and its constituents on the occasion of their celebration of the 37th Anniversary of "Araw Ng Dabaw."*

*Indeed, the celebration should be an occasion for Davawenos to pause in thanksgiving to the Great Provider for the bounties that the land has given them unfailingly through the years.*

  
DIRECTOR EDUARDO R. SOLIMAN, JR.  
Bureau of Local Governments



## Message

*Perhaps the most significant event that may not yet be known to many but which I believe should give all Dabawenyos a rightful sense of pride and joy as they celebrate their City's 37th Foundation Day is the ranking of Davao as the country's regional capital.*

*I lay heavy stress on this point because to me this development represents official recognition of the sum total of our achievements in the past and in the present. Indeed it would not be presumptuous to assume that the nation's planners would not meet with difficulties in choosing Davao City as the Government's regional seat in Southern Mindanao. For at 37, Davao today is undoubtedly the prime City of Southern Philippines, the terminus of trade and commerce, of education and culture.*

*Davao City is a metropolis with a future — and it remains for us, Dabawenyos, to make it the city with the future.*

*As City Mayor I feel a deep sense of gratitude to the various segments of our society, the pioneers and today's planners, the brawns and the brains that have made Davao City what it is today. As we celebrate its 37th Foundation Day, we should all look forward, and as we have always done, work together and hope that this year's Araw Ng Dabaw Celebration will be a springboard toward a greater Davao City — worthy of the name "Regional Capital of the Country."*

**LUIS T. SANTOS**  
City Mayor

March, 1974



## Davao -- Moving Ahead

Davao City is a big challenge to its leaders and people. Rushed by circumstances to metropolis growth, the city faces a number of problems that will surely test the talent, imagination and creativity of its constituents, particularly its leadership, in transforming the erstwhile frontier city into a modern metropolis.

Because of its strategic location, favorable weather and fertile valleys and plains, it has lured droves of migrants from all over the country — from as far North as Luzon to as far South as Sulu.

Brave and adventurous, these people have settled on the land like Western frontiersman of old America, armed with nothing but a strong will and determination. They pushed back the forests and built a city that will fulfill their dreams for a good and abundant life.

These hardy people cleared the valleys and planted them to all sorts of crops — coconut, bananas, rice, oranges and other fruits. They built an airport where international planes can land, harbors where inter-oceans ships

can dock. They constructed a network of roads to facilitate inter-town commerce.

Attracted by the boom of business, a number of industrial firms has started to put up extension officers in the city, including plants and factories. As a consequence, the city perked up to life. People work in farm factories and shops.

Consequently, problems inherent of an expanding city began to pile up. Where shall the city government relocate the migrants who settled on vacant government lands? Where shall the factories be allowed to operate? Where are they to house the droves of tourists that fly to the city every day? Are the factories polluting the rivers, seas and atmosphere? How can the city expand without upsetting the ecological balance?

These are only some of the problems that the city at present faces. The question now is how does the city respond to these problems? How does it intend to solve these problems before they become unsurmountable?

Davao City is luckier than other cities of its class in the sense that it has a development-oriented leader at the top. A man of experience and vision, the city mayor knows that the problems of his city can only be solved through proper planning.

Davao City from shoulder of Mt. Apo

And so, recognizing this need, he recruited and enlisted the services of the town's technocrats from all sectors — education, business, civic organization, youth, city and national governments, tourism, foreign affairs, barrio affairs, the city council and mass media — and formed the Davao City Development Advisory Council.

This council is primarily concerned with city development planning. Specifically, it assists the city mayor in defining and assessing problem areas, formulating policies, planning out guidelines to carry out effectively the various services of the city.

Headed by Mayor Luis T. Santos who is its honorary chairman and Dean Cesar H. Concio, as chairman, the council has come up with the following projects:

1. improvement of the city's public markets, particularly Bankerohan, and Agdao Public Markets;
2. construction of a modern abattoir and cold store for meat to improve distribution of meat supply in the city;
3. implementation of the long-delayed waterworks construction projects;
4. reclamation of foreshore areas to build real estate needed in the city's piers, industrial and commercial sites,

public parks, city government building complex and other public uses;

5. mechanization of tax collection billing and posting of accounts to increase efficiency;

6. updating zoning ordinance of the city to make the same complimentary to the over-all social and economic development program;

7. in-depth study of the relocation program to resettle squatters in government real estates so that the affected families will receive government assistance and;

8. preparation of a long-range social and economic development plan which is calculated to maximize the use of material and human resources in attaining objectives within the context of the national, social and economic development program.

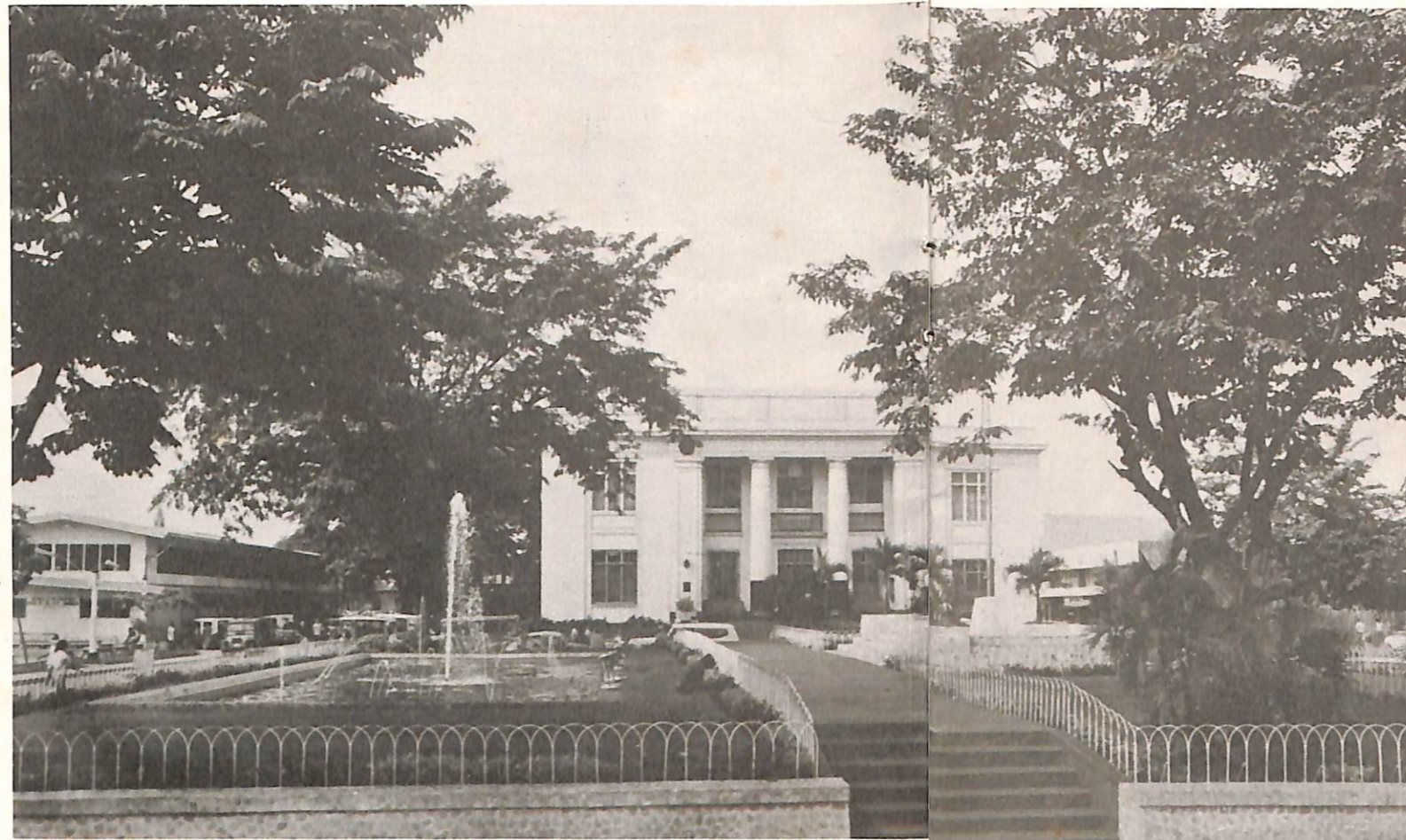
Considered one of the most exciting projects of the Council, however, is the New Town resort which is going to be built at the foot of Mt. Apo. A smaller version of Baguio and Tagaytay cities, the Mountain Town Resort will, however, be very much better planned.

The area is designed as a tourist destination point with all the conveniences and comforts of a modern town to satisfy international tourist standards. The place's uniqueness and natural beauty, however, is to be preserved while variety of tourist attractions are introduced.

To provide direction for development the Zoning Ordinance and Development Plan was reviewed and revised. The expanded development plan of the city identifies land uses, giving special consideration to ecological balance in the drive for industrialization and higher standards of living.

The Zoning Ordinance, in addition, provided the Mindanao Development Authority plan for a 100-hectare industrial zone to be set up at Sasa, the city's inter-ocean port. The area is fast being occupied by various industries ranging from wood processing plants, oil extraction mills, glue and resin plants to deactivated carbon plant and many other others.

Peace and order was very much improved with local and national governments cooperation boosted by resources from the USAID. The national government established the Regional



City Hall

Police Academy at Mintal to upgrade personnel quality. The city hired more policemen thus reducing the per capita ratio of policemen to citizens. Equipment grants from the USAID like vehicles and modern police equipment helped attain increased efficiency.

Administrative reforms were also effected. The City's computerization program which promises to increase the efficiency of public administration, gained national attention. The National Computer Center will soon establish a Regional Computer Service Center in Davao City to serve its automation needs and extend services to the neighboring cities and provinces.

The city government also recognizes the problem of water supply. The present water supply system is of the pre-war construction designed to serve only 50,000 inhabitants. To meet this problem, the council decided on a total solution. The Wilson-Montgomery consulting firm of New York was commissioned to undertake a feasibility study. The USAID under-

wrote 75% of the cost of the study which amounted to P350,000.

The study envisions a P162 million waterworks system for the city which shall be functional for the projected requirement till the year 2000. Funding will come from the USAID loan grant at minimum interest.

Meanwhile, to relieve the acute water shortage and improve water quality, the council ordered the Technical panel to study and implement an interim plan as a stop-gap measure to bridge time lapses between negotiations, implementation and eventual completion of the Wilson-Montgomery plan. The city appropriated the sum of P1.3 million to be supplemented by a P2 million loan for the DBP to finance the project. The project is expected to be in operation soon.

**Davao City,  
Exotic City**

## Davao -- A Tidy City

"If Davao City is kept clean, it's because of the women street sweepers," *Bulletin's* Teodoro Valencia once observed in his column.

Not only the *Bulletin's* columnist noticed it. An American tourist in Davao also commented: "I like Davao for its fresh air, scenic spots, nice people and clean streets."

Davao City is getting popular for two reasons, first, it is the largest city in the world in terms of land area and second it is the only city in the Philippines with women pitching in for the men in street cleaning.

The idea which is European in concept came about only during Mayor Luis Santos' term. The city mayor and so with his wife, Mrs. Catalina Santos, believes that women do better than



Clean, tidy street

men as far as attending to the cleanliness task of the city is concerned.

The women street sweepers go to work even before office workers are up from bed. Daily, they work religiously until the last hours of the afternoon.

At first, only a handful of women were hired for the job, but as they proved their efficiency many more were hired. To date, there are more than 140 women sweepers assigned in the streets aside from those maintaining the cleanliness of the parks and other government buildings.

Women applicants are strictly screened by a committee headed by Mrs. Catalina G. Santos before they are hired. Mrs. Santos coordinates with various government and private agencies in the citywide facelifting program, in her capacity as chairman of the local cleanliness and beautification committee of Davao City.

Of course, the women cleaning force is only a part of the over-all cleanliness and beautification program, but already, it is becoming an institution in the city, with the sweepers unknowingly teaching the city populace the value of cleanliness.

Mrs. Santos believes that, slowly, cleanliness and sanitation habits will be inculcated in the minds of everyone, until we shall have developed among ourselves real discipline.

Mrs. Santos is still very much in the helm of the work since she started



Mrs. Santos talks on beautification, Green Revolution

the beautification drive two years back. She maintains regular dialogue with civic leaders, heads of schools and religious organizations and even plain citizens for support on the beautification projects in their respective zones, including those in the rural districts. Among the places, recently organized by the city's first lady are the districts of Toril and Calinan, where beautification committee members were appointed for purposes of coordination and responsibility.

Aside from this, a plan is being formulated to develop the mini parks in the rural districts, aside from the full development of the famous Davao Magsaysay and Rizal Parks.

# Davao -- Exotic, Idyllic

Davao City is a must to see. A modern city by any standard, it has all the facilities to make the tourist's sojourn comfortable and satisfactory.

Unlike other cities in the Philippines Davao City also offers rustic and idyllic scenery that the metropolitane will delight in.

Influenced by varied cultures such as Spanish, American, Chinese and Moslem, the city looks exotic and colorful. In short it is a city where contrasts harmonize.

Only an hour and thirty minutes from Manila by jet, the city has one of the most modern airports in the Philippines. Soon, it will be opened as an international airport.

Accommodations are available in the city. It offers some of the country's most luxurious hotels. Among the well-known hotels are the Insular Hotel, the Apo View Hotel, Imperial Hotel and Maguindanao Hotel, the latest addition.

Other good hotels are Men Seng Hotel, Modern Hotel, Molave Inn and Guino-o Hotel. These hotels offer all the facilities that the best in Manila can offer.

Davao City has several and varied attractions for the tourist or visitor. It has everything to offer to either the in-door or out-door man.

Among the more famous places in the city are:

1. The Shrine of the Infant Jesus of Prague — This a private park owned by the wife of the Mayor of the city, Mrs. Catalina Santos. The Shrine is a mecca for devotees to the miraculous Infant Jesus of Prague.

2. Bago Ifigo Farms — These farms are famed for its fish ponds and waterways.

3. The Nenita Stock Farms — Here, the tourist will see the exotic resthouse and the biggest swine farm in the country.

4. The Aguinaldo Pearl Farm — Located at Samal Island, just half an hour ride from the city by boat, it is famous

for its pearls.

5. The Talomo Beach — It is a wide stretch of white and sandy beach. Only a few minutes ride from the city.

6. Calinan — In this place the tourist will enjoy the beauty of the falls and the sulphur springs.

7. Mt. Apo National Park — This is a 500-hectare reservation which the city government will soon develop into a resort town.

Other attractions are the industrial firms and farms located within the city or environs. Among these attractions are:

1. Lapanday Banana Plantations — These are hundreds of hectares of banana plantations the produce of which are exported to Japan and other countries.

2. Bacnotan Cement Factory — Here one can observe how cement is manufactured.

3. Sta. Clara Plywood Factory — Exportable plywood is manufactured in this factory.

4. Alcantara Plywood Factory — Exports quality plywood.

5. Pepsi-Cola Plant

6. Firestone

Davao City is a cosmopolitan community. It is the melting pot of all ethnic cultures in the country. One is met with a contagious smile of pedestrians in the streets, and he will surely have a new acquaintance in a coffee shop.

The people are simply marvelous, so much so that one could have a king's life, so to speak, in this queen city of the South.

No tourist will feel robbed of his precious savings or of his holiday being lost. For Davao City is a tourist's haven or if not a heaven on earth at least a paradise this side of the Philippine Islands.

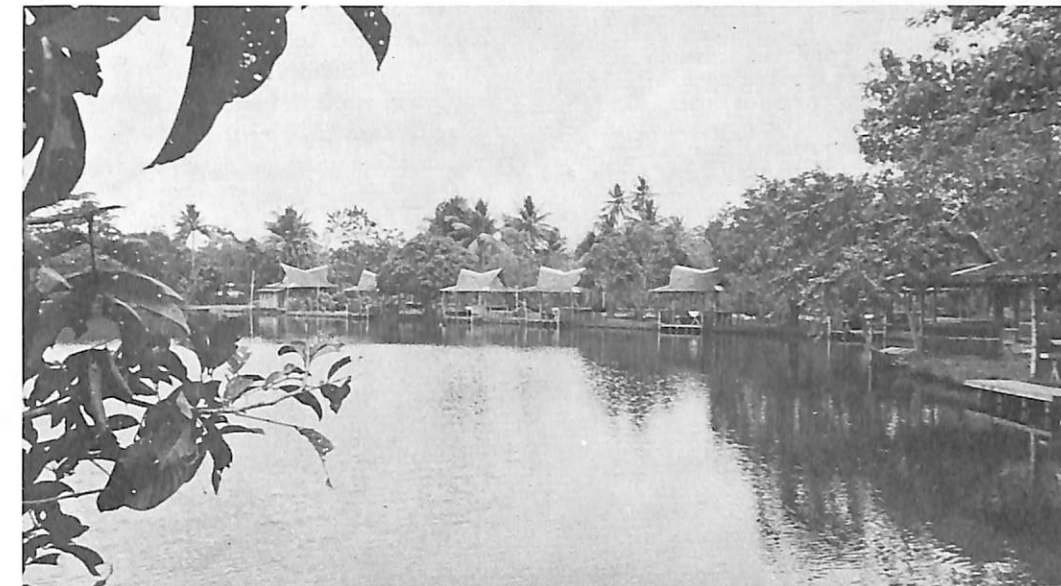
**Come, see,  
feel, Davao,  
Now!**



Maguindanao Hotel



Po Lian Temple



Bago Inigo Farms



Marrakesh Night Club



Insular Hotel

COLLEGE LIBRARY  
ATENEO DE DAVAO

# Helping Hands, Inc.

The Helping Hands, Inc. is a volunteer organization of concerned citizens in the city of Davao. It is non-stock, non-profit, non-sectarian and non-political.

## AIMS AND OBJECTIVES:

I. **PROGRESS:** The Helping Hands, Inc. shall undertake, through co-operatives and manpower development, the implementation of proven studies and projects geared towards the upliftment of the less fortunate of our people like the jeepney drivers, ambulant vendors, fishermen and the land tillers along the countryside.

These ventures and other similar projects shall be undertaken in joint partnership with the city government and such other agencies or groups having the same goals and objectives.

II. **FAITH:** The Helping Hands, Inc. shall promote, through direct and

wholesome involvement, the restoration and preservation of our people's faith in themselves, faith in their government and faith in God.

The absence of these basic values have caused the present economic stagnation, moral degeneration and civil disobedience now afflicting a great mass of our people.

III. **CHARITY:** The Helping Hands, Inc. shall extend, in a limited scale, certain charitable and welfare aids to the poor.

It shall be more concerned however, in the opening up to new opportunities for the unfortunate, assistance for the weak and justice for the oppressed.

IV. **CULTURE:** The Helping Hands, Inc. shall also undertake cultural and aesthetic reawakening and growth among our people.

It shall spearhead therefore, the revival of lost arts and customs in order to strengthen our dwindling identity as a people but without prejudice however to the birth and development of new arts and culture caused by the fusion of native talents and foreign influences.

V. **BEAUTIFICATION:** The rapid growth of the city of Davao and the coming implementation of a modernized Zonification Plan require an immediate, massive and sustained beautification and anti-pollution crash programs.

While these projects are supposed to be purely government concern, the City of Davao, with its limited resources, cannot undertake it all alone. To this end, the Helping Hands, Inc. takes the initiative in contributing its share by pledging its talents and man power behind the projects.

It shall also seek the cooperation and assistance of other concerned quarters in support to the projects.

HELPING HANDS . . . . and Y O U

The Helping Hands, Inc. reaches out its hand to . . . YOU. It may not do much but it will surely do something. And with you, it shall do a lot more. Clasp then with the Helping Hands, and together, there will be more strength, more courage, more faith and more meaning to citizenship involvement.

# Barangay Officials

Poblacion, Davao City

Atty. Ramon B. Beleno, Jr.  
Cabeza Mayor

## BARANGAY DISTRICT A CABEZAS DE BARANGAY

Engr. Jose Sayson . . . . .	Barangay No. 1
Paz S. Garcia . . . . .	Barangay No. 2
Anthony Sasin . . . . .	Barangay No. 3
Atty. Edipolo Sarabia . . . . .	Barangay No. 4
Jose Mangahis . . . . .	Barangay No. 5
Dr. Constantino Sabandal . . . . .	Barangay No. 6
Conrado Labao . . . . .	Barangay No. 7
Rudy Sevilla . . . . .	Barangay No. 8
Angel Ancheta . . . . .	Barangay No. 9
Perfecto Boncato . . . . .	Barangay No. 10
Miguel Garcia . . . . .	Barangay No. 11

## BARANGAY DISTRICT B

Mauricio Martinez . . . . .	Barangay No. 12
Tomas Martinez . . . . .	Barangay No. 13
Dr. Jose Yap . . . . .	Barangay No. 14
Floro Castillo . . . . .	Barangay No. 15
Adolfo Arguna . . . . .	Barangay No. 16
Ponciano Guibelondo . . . . .	Barangay No. 17
Francisco Apilado . . . . .	Barangay No. 18
Teodora Castañeda . . . . .	Barangay No. 19
Oscar Lopez . . . . .	Barangay No. 20

## BARANGAY DISTRICT C

Danilo Mercado . . . . .	Barangay No. 21
Pedrito Gallardo . . . . .	Barangay No. 22
Macario de Claro . . . . .	Barangay No. 23
Domingo Vergara . . . . .	Barangay No. 24
Tomas Bacalla . . . . .	Barangay No. 25
Jack Rubillar . . . . .	Barangay No. 26
Crisanto Navacilla . . . . .	Barangay No. 27
Maria Jayme . . . . .	Barangay No. 28
Teodorico Tinio . . . . .	Barangay No. 29
Pedro Lascano . . . . .	Barangay No. 30

## BARANGAY DISTRICT D

Nicomedes Dublin . . . . .	Barangay No. 31
Benito Tipace . . . . .	Barangay No. 32
Herculano Borneo . . . . .	Barangay No. 33
Crisostomo Sandoval . . . . .	Barangay No. 34
Ligaya Victorio . . . . .	Barangay No. 35
Mariano Mata, Sr. . . . .	Barangay No. 36
Rosita Taleon . . . . .	Barangay No. 37
Lourdes Espiritu . . . . .	Barangay No. 38
Paquito Trinidad . . . . .	Barangay No. 39
Jacinto Pacifico . . . . .	Barangay No. 40

# Davao City Development Advisory Council

LUIS T. SANTOS

*Honorary Chairman*

Dean CESAR H. CONCIO  
*Chairman*

## MEMBERS:

- Mr. Nick Alcantara
- Rev. Fr. Miguel Ma. Varela, SJ.
- Consul Tseng-I-Chang
- Atty. Pablo Lorenzo, Jr.
- Councilor Respicio Zafiro
- Atty. Eugenio Marfori-Celi
- Mr. Oscar Lopez
- Engr. Raul Sarenaa
- Rev. Fr. Ben Benedicto
- Mr. Jose T. Gellegani
- Councilor Felicidad Santos
- Adolfo Arguna
- Architect Ramon Basa
- Engr. Jose M. Sayson
- Benjamin Babao
- Marie Isabel Aboitiz

## TECHNICAL STAFF

- Atty. Ramon Beleno, Jr.
- Engr. Vicente Garcia, Jr.
- Arch. Pedro J. Sandoval
- Engr. Santiago S. Paclibar
- Arch. Florencio Gavino III
- Ricardo Villa
- Nestor Gil
- Demetrio Alindada
- Pablo Rigor
- Engr. Iluminado Quinto
- Gerardo de la Vega

## SECRETARIAT

- Atty. Enrique Cayudong
- Mrs. Fructuosa Gumia

# Proposed Set-up of Helping Hands, Inc.

MAYOR LUIS SANTOS

*Honorary Chairman*

MRS. CATALINA G. SANTOS

*President*

## CONSULTANTS

- Engr. Vicente Garcia, Jr.
- Atty. Cayudong
- Atty. Arguna
- Judge Enrique B. Inting

## COORDINATORS

- Mrs. L. Coronel
- Mr. R. Beleno, Jr.

## VICE PRESIDENTS/PROJECTS & AIMS

- Atty. Robillo, Progress
- Mrs. Inting, Faith
- Atty. Arcangel, Character
- Mr. Romy Chan, Beauty
- Mr. Panlilio, Culture
- Miss Teves, Culture

## RESEARCH, PROJECT EVALUATION

Mrs. Ramos

## FEASIBILITY STUDY

Engr. D. Alindada

## FINANCE—WAYS & MEANS

Miss L. Teves

## PUBLIC RELATIONS

Jess Torrento

## CLERICAL, ACCOUNTING

- Mrs. F. Gumia
- Mr. T. Simpliciano
- Mr. T. F. Paulo

# Committees for Araw Ng Dabaw

March 16, 1974

## EXECUTIVE COMMITTEES

Hon. LUIS T. SANTOS  
*Honorary Chairman*

SUPT. PEDRO O. SANVICENTE  
*Over-all Chairman*

ATTY. RAMON B. BELENO, JR.  
*Vice-Chairman*

MRS. CATALINA G. SANTOS  
*Coordinator*

## MEMBERS

Engr. Jose M. Sayson  
Engr. Salvador Francisco  
Engr. Santiago Paclibar, Jr.  
Mr. Maximino Assistido  
Atty. Nicolas Catuil  
Mr. Anselmo Apayor  
Dr. Jose Salcedo V. Quimpo  
Dr. Anselmo Ismael

Mr. Adolfo Arguna  
Lt. Col. Rosendo Dacanay  
Mr. Valeriano Ipong  
Hon. Vicente E. Calanog  
Supt. Francisco E. Apilado  
Supt. Felix Villarin  
Fiscal Alfredo Celi  
Mr. Rufino Ambrosio

## HONORARY MEMBERS

Hon. Nilo P. Maskarino  
Hon. Bienvenido O. Amora  
Hon. Domingo Vidanes  
Hon. Felicidad C. Santos  
Hon. Victoriano Advincula  
Hon. Bonifacio Tamayo  
Hon. Gaudioso M. Tiongco  
Hon. Vicente Albay

Hon. Benigno S. Bangoy  
Hon. Pantaleon Pelayo, Jr.  
Hon. Dominador Zuño, Jr.  
Hon. Valentin Banzon  
Hon. Antonio S. Castillo  
Hon. Tomas Monteverde, Jr.  
Hon. Zafiro Respicio  
Atty. Gonzalo Latorilla

## COMMITTEE ON CHURCH SERVICES

Rev. Fr. Reinerio Tusoy ..... *Chairman*  
Judge Dominador Zuño, Sr. .... *Member*  
Judge Antonio Martinez ..... *Member*  
Judge Enrique B. Inting ..... *Member*  
Judge Gumersindo Arcilla ..... *Member*  
Mrs. Florentina Salvaleon ..... *Member*  
Miss Lourdes Teves ..... *Member*

## COMMITTEE ON WAYS AND MEANS

Mrs. Anita Garcia ..... *Chairman*  
Fil-Chinese Chamber of Commerce ..... *Member*  
Davao City Chamber of Commerce ..... *Member*  
Mrs. Valeriano Ipong ..... *Member*  
Mrs. Ursulina Inting ..... *member*

# Programme

March 16, 1974

<i>Pambansang Awit</i> .....	D C H S Band
<i>Welcome Address</i> .....	Hon. Luis T. Santos <i>Mayor, City of Davao</i>
<i>Speech by the Guest Speaker</i> .....	Mrs. Imelda R. Marcos <i>First Lady of the Philippines</i>
<i>Musical Number</i> .....	PGEA Choral Group
<i>Conferment of Awards</i> .....	Mrs. Imelda R. Marcos <i>First Lady of the Philippines</i>
<b>(To be assisted by City Mayor &amp; Mrs. Luis T. Santos)</b>	
<i>Induction of the Barangay Officers</i> .....	Hon. Jose A. Roño <i>Secretary</i> <i>Dept. of Local Government</i> <i>&amp; Community Development</i>
<i>Recessional</i> ..	Mabuhay Ang Pilipino

## A W A R D E E S MAYOR LUIS T. SANTOS AWARD

1974 DATU BAGO AWARD  
FR. MIGUEL MA. VARELA S.J.

# Sked of Activities

March 15-16, 1974

## March 15

6:30 — 7:20 p.m.  
Pangkat Kawayan Cultural Concert,  
Palaruang Lungsod ng Dabaw

7:20 — 10:00 p.m.  
Coronation Night, "Mutya Ng Dabaw",  
Palaruang Lungsod Ng Dabaw

## MARCH 16

4:00 a.m.  
DIANA around the city by all  
school bands

7:00 — 7:45  
Holy Masses to be simultaneously

1) Rizal Park, in front of city hall  
2) Palaruang Lungsod ng Dabaw  
3) Magsaysay Park  
Note: All public officials  
employees & residents of Davao City  
are requested to hear Mass in  
any of the three places

7:50 a.m.  
Flag Raising Ceremony

8:00 — 12:00 p.m.  
Sports Activities to be held  
simultaneously at:  
1) Palaruang Lungsod Ng Dabaw  
2) Magsaysay Park  
3) City Hall

1:00 p.m.  
Assembly for the Parade (from  
the Magsaysay Park to the Rizal Park).

2:00 p.m.  
Start of the Parade (Magsaysay Park)

4:00 p.m.  
Program for the Araw ng Dabaw,  
Rizal Park

7:00 p.m.  
Cultural Concert by the Pangkat  
Kawayan, Rizal Park

Atty. Dulthe Ranon, MC during Parade  
Atty. Ramon B. Beleno, Jr.,  
MC Program after Parade

## COMMITTEE ON PROGRAM & INVITATION

Mrs. Zorahaida Alindada ..... *Chairman*  
Mrs. Fructuosa Gumia ..... *Co-Chairman*  
Atty. Priscillo Inting ..... *Member*  
Mr. Socrates Cessar ..... *Member*  
Mrs. Maximino Assistido ..... *Member*  
Mrs. Zosima Albay ..... *Member*

## COMMITTEE ON RECEPTION

Mr. Adolfo S. Arguna ..... *Chairman*  
Mrs. Sol T. Carpio ..... *Co-Chairman*  
Mrs. Rosa Munda ..... *Member*  
Atty. David Mojica ..... *Member*  
Miss Lynn Yuvienco ..... *Member*  
Mrs. Socorro B. Oreta ..... *Member*  
Mr. Iluminado Macahig ..... *Member*

## COMMITTEE ON FLOATS, PARADE, STAGE, ARCHES, STREAMERS, LIGHT & SOUND SYSTEM

Engr. Vicente Garcia, Jr. .... *Chairman*  
Engr. Demetrio Alindada ..... *Co-Chairman*  
Lt. Col. Rosendo Dacanay ..... *Member*  
Major Petronilo Cariaga ..... *Member*  
Capt. Ceferino Taleon ..... *Member*  
Mr. Pablo Rigor ..... *Member*  
Arch. Florencio Gavino III ..... *Member*  
Engr. Amado Banaglorioso ..... *Member*  
Engr. Antonio Fuliga ..... *Member*  
Mr. Jesus Bautista ..... *Member*

## COMMITTEE ON REFRESHMENTS

Mrs. Leah Ferranco .....  
Mrs. Perla Veneracion ..... *Co-Chairman*  
Mrs. Ester Sasin ..... *Member*  
Miss Esperanza Santos ..... *Member*  
Dra. Ma. Luisa Dazon ..... *Member*  
Mrs. Moonyeen Beleno ..... *Member*

## COMMITTEE ON SPORTS & CHILDREN'S GAMES

Mr. Nestor Gil ..... *Chairman*  
Atty. Enrique Cayudong ..... *Co-Chairman*  
Mr. David Adan ..... *Member*  
Atty. Cesar Europa ..... *Member*  
Mr. Ernesto Tinio ..... *Member*  
All Cabezas de Barangay ..... *Member*  
Mr. Emerito Francisco ..... *Member*

## COMMITTEE ON DIANA

Mr. Enrique Panlilio ..... *Chairman*  
Mrs. Angelina Señal ..... *Co-Chairman*  
All Public and Private Schools ..... *Member*

## COMMITTEE ON TREE PLANTING

Mr. Anselmo Apayor ..... *Chairman*  
Dr. Anselmo Ismael ..... *Co-Chairman*  
Engr. Santiago Paclibar, Jr. .... *Member*  
Engr. Demetrio Alindada ..... *Member*  
Mr. Pablo Rigor ..... *Member*

**COMMITTEE ON DISTRICT & BARRIO PARTICIPATION**

- Mr. Benjamin Babao ..... *Chairman*
- Mr. Jesus Basuil ..... *Co-Chairman*
- Mr. Ricardo Abando ..... *Member*
- Mr. Antonio Colina ..... *Member*
- Mr. Lorenzo Aranjuez ..... *Member*
- Mr. Nemesio Depillo ..... *Member*
- Mr. Jose Lastimosa ..... *Member*
- Atty. Jacinto Rubillar, Jr. .... *Member*

**COMMITTEE ON PUBLICITY**

- Mr. Jess Torento ..... *Chairman*
- Mr. Jess Dureza ..... *Co-Chairman*
- Mr. Casim Arkoncel ..... *Member*
- Mr. Bahn Guinomla ..... *Member*
- Mr. Gil Abarico ..... *Member*
- Mr. Cris Sapaula ..... *Member*
- Mr. Rey de Villa ..... *Member*
- Mr. Porfirio Reyes ..... *Member*
- Mr. Ross Torres ..... *Member*

**COMMITTEE ON GENERAL SERVICES**

- Engr. Jose M. Sayson ..... *Chairman*
- Mrs. Fructuosa Gumia ..... *Co-Chairman*
- Mr. Romulo Asegurado ..... *Member*
- Engr. Salvador Francisco ..... *Member*
- Engr. Ramon Ang Espina ..... *Member*

**COMMITTEE ON PICTORIALS**

- Mrs. Emerita Rodriguez ..... *Chairman*
- Mrs. Zorhaida Alindada ..... *Co-Chairman*
- Cesar's Portrait ..... *Member*
- Arnolox Studio ..... *Member*

**COMMITTEE ON ARAW NG DABAW AWARDS**

- Judge Enrique Inting ..... *Chairman*
- Mr. Rufino Ambrosio, Jr. .... *Member*
- Rev. Sister Asumpta David ..... *Member*
- Dr. Jose Yap ..... *Member*
- Mrs. Rosita Daño ..... *Member*

**COMMITTEE ON PRIZES**

- Mr. Pacifico L. Arcenas ..... *Chairman*
- Mr. Carlos Mellete ..... *Co-Chairman*
- Mr. Nemesio Depillo ..... *Member*
- Mr. Mequias Mahipos ..... *Member*
- Mr. Julito Morta ..... *Member*

**COMMITTEE ON BEAUTY CONTEST**

- Councilor Vicente M. Albay ..... *Chairman*
- Mrs. Ligaya Victorio ..... *Co-Chairman*
- Councilor Dominador Zuño, Jr. .... *Member*
- Miss Lyn Yuvienco ..... *Member*
- Atty. Lirio Joquiño ..... *Member*

**COMMITTEE ON SECURITY**

- Prov. Commander, Col. Rafael V. Jotie ..... *Chairman*
- Col. Isidro Q. Gatmaitan ..... *Co-Chairman*
- Atty. Agustin C. Garcia ..... *Member*

**SECRETARIAT**

- Atty. Paul Arcangel ..... *Chairman*
- Mrs. Zorahaida Alindada ..... *Co-Chairman*
- Mr. Vicente Nida ..... *Member*



Mayor Santos



Vice Mayor Maskariño



Tiongco



Albay



Santos



Advincula

**Davao City Officials**

LUIS T. SANTOS  
*City Mayor*

CORNELIO P. MASKARIÑO  
*Vice-Mayor*

**CITY COUNCILORS**

- Gaudioso M. Tiongco
- Vicente M. Albay
- Felicidad C. Santos
- Victorio S. Advincula
- Domingo R. Vidanes
- Bienvenido O. Amora
- Benigno B. Bangoy
- Pantaleon V. Pelayo, Jr.
- Dominador R. Zuño, Jr.
- Bonifacio M. Tamayo
- Valentino C. Banzon
- Antonio S. Castillo
- Tomas A. Monteverde, Jr.
- Zafiro L. Respicio
- Atty. Gonzalo G. Latorilla  
*City Council Secretary*
- Mr. Flor Tungpalan  
*Asst. City Council Secretary*

Hon. Napoleon Nidea  
*City Judge*

Hon. Alfredo Celi  
*City Fiscal*

Atty. Ramon Baleno, Jr.  
*Acting City Secretary*

Engr. Vicente Garcia, Jr.  
*Private Secretary*

Mr. Adolfo Arguna,  
*Specialist Asst. to the City Mayor*

Mr. Valeriano Ipong  
*City Auditor*

Atty. Nicolas Catiil  
*City Assessor*

**OTHER OFFICIALS**

Hon. Gumersindo Arcilla  
*City Judge*

Hon. Vicente Calanog  
*City Judge*

Hon. Enrique B. Inting  
*City Judge*

Engr. Jose Sayson  
*City Engineer*

Mr. Pedro O. Sanvicente  
*Supt. of City Schools*

Dr. Jose Salcedo Quimpo  
*City Health Officer*

Engr. Santiago Paclibar  
*Public Service Officer*

Col. Isidro Q. Gatmaitan  
*Chief of Police*

Col. Rosendo Dacanay  
*Chief, Fire Department*

Engr. Salvador Francisco  
*City Electrician*

Mrs. Emerita Rodriguez  
*City Librarian*

Dr. Anselmo C. Ismael  
*City Veterinarian*

Mr. Anselmo Apayor  
*City Agriculturist*

Engr. Iluminado Quinto  
*Actg. Chairman, Davao City Water District*

Mr. Ricardo Abando  
*Davao City Development Officer (Dept. of Local Govt. and Community Development)*



Vidanes



Amora



Bangoy



Pelayo, Jr.



Zuño, Jr.



Tamayo



Banzon



Castillo



Monteverde, Jr.



Respicio

# Industrial Firms-Tourist Attractions

# Mutya Ng Dabaw



Pepsi Cola



Firestone



USIPHIL



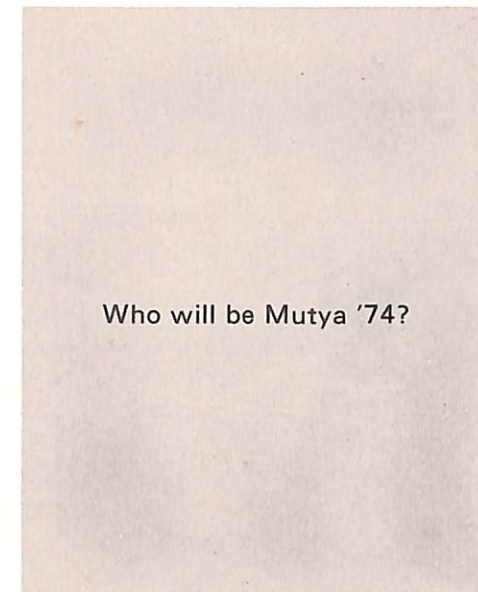
Sta. Clara Plywood



Pacific Banking



Bacnotan Cement



Who will be Mutya '74?



Lyn Yuvienco  
Mutya Ng Dabaw 1973



Maureen V. Hilario  
Mutya 1972



Genette Ledesma  
3rd Mutya



Elsa Roldan  
2nd Mutya Ng Dabaw



Rachel Arkoncel Salgado  
1st Mutya

## MUTYA NG DABAW BOARD OF JUDGES

Director Eduardo Soliman . . . . .	Chairman
Justice Antonio Barredo . . . . .	Member
Mrs. Julie Daza . . . . .	Member
Mr. Ferdinand Villar . . . . .	Member
Dean Cesar Concio . . . . .	Member

## DATU BAGO AWARD BOARD OF TRUSTEES

Engr. Vicente C. Garcia, Jr. . . . .	Chairman
Judge Enrique B. Inting . . . . .	Member
Judge Vicente Cusi . . . . .	Member
Dr. Jose Yap . . . . .	Member
Rev. Sister Asumpta David . . . . .	Member
Mrs. Rosita Daño . . . . .	Member

**Mayor & Mrs. Ramon D. Bagatsing**  
Manila

**Mayor & Mrs. Nemesio I. Yabut**  
Makati, Rizal

**Mayor & Mrs. Norberto S. Amoranto**  
Quezon City

**Mayor & Mrs. Eulogio Borres**  
Cebu City

**Mayor & Mrs. Pablo Cuneta**  
Pasay City

**Mayor & Mrs. Antonio Acharon**  
General Santos City

**Gov. & Mrs. J. Antonio C. Leviste**  
Batangas

**Gov. & Mrs. Nonito D. Llanos, Sr.**  
Davao Del Sur

**Gov. & Mrs. Verulo C. Boiser**  
Davao Del Norte

**Mayor & Mrs. Marcial Samson**  
Caloocan City

**Mayor & Mrs. Luis Lardizabal**  
Baguio City

**Mayor & Mrs. Marcelo Barba**  
Toledo City

COLLEGE LIBRARY  
ATENEO DE DAVAO

VERTICAL  
FILE

L.R. Villar Recording  
Manila

**D'Garden**

Davao City

A mini paradise of music, dance  
sports and lovely now people.

The Davao Indian Community  
Davao City

**Apo Golf Link**

Davao City

Wide and ever-green - - the  
finest in the Philippines.



Shrine of the Infant Jesus of Prague. A private park of the Santosos.