

DS

Pamphlet File

VERTICAL
FILE

DS
Araw ng Davao
P-1

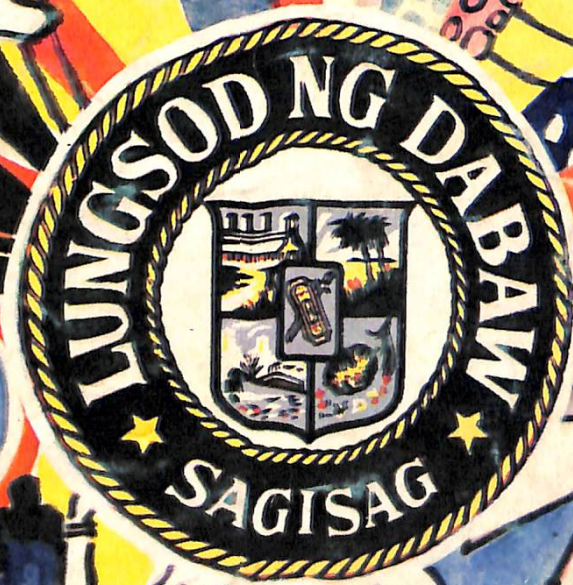
**"KAUNLA SA
KAPAYAPAPAN"**

Araw ng Davao (index)

Ateneo de Davao University
LIBRARIES



320270000194S



LOVE

**IKA-35 ANIBERSARYO
MARSO 15-16, 1972**

Tony Aral '72

PAMBANSANG AWIT

*Bayang magiliw,
Perlas ng Silanganan,
Atab ng puso
Sa dibdib mo'y buhay.*

*Lupang hinirang,
Duyan ka ng magiting,
Sa manlulupig;
Di ka pasisiil.*

*Sa dagat at bundok,
Sa simoy at sa langit mong bughaw
May dilag ang tula
At awit sa paglayang minamahal.
Ang kislap ng watawat mo'y
Tagumpay na nagniningning
Ang bituin at ang araw niya,
Kailan pa ma'y di magdidilim
Lupa ng araw, ng luwalhati't pagsinta,
Buhay ay langit sa piling mo;
Aming ligaya, na pag may mang-aapi,
Ang mamatay ng dahil sa iyo.*

TAYO AY DABAWENYO

*Sa dakong timog ng Mindanaw
May isang lungsod na hinirang
Ang likas niyang kayamanan
Ay walang kapantay.*

*Mga bundok, dagat, lupain
Laging sagana sa pagkain
At ang magagandang tanawin
Kadluan ng aliw.*

*Mutyang Lungsod ng Dabaw
Sa iyong paglalakbay
Sa mithing kaunlaran
Ikaw ay paglilingkuran.*

*Tayo ay Dabawenyo
Na tapat at totoo
Pangarap ay matamo
Kaluwalhatian mo
Lungsod na paraiso! !*




**Tanggapan ng Pangulo
ng Pilipinas**

(OFFICE OF THE PRESIDENT OF THE PHILIPPINES)

Message

I am pleased to join the many well-wishers of Davao City on the occasion of the 35th anniversary of its founding, aptly called "Araw ng Davao", by extending my heartfelt greetings to all of the people of the city, and to their officials, and my warmest congratulations for the continuing growth and progress of that area.

Indeed, the progress of Davao City has been no less than phenomenal and I attribute this to the visionaries of that city, both in the public and private sectors. I am certain that with the continuing unity, cooperation and common purpose of the people of Davao City, your future will be assured of many more achievements. To this end, I extend my very best wishes.


President of the Philippines



On this yearly celebration of the "Araw ng Dabaw", I am once more given the opportunity to convey to my fellow Dabawenios, my deepest appreciation and warmest greetings.

The steady growth which Davao City has attained during the 35 years of its existence is something that the people of this City can truly be proud of. This occasion will provide a chance for all to realize how much their civic and pioneering spirit has advanced the progress and prosperity of the community. As our population increased and demands for economic development have become great, improved public service is required and towards this end, I am sure that the City Administration in general and the City Council in particular will continue to exert its best efforts towards the fulfillment of the hopes and dreams of every Dabawenios— to make Davao City a better place to live in.

For my part, I hope that I can continue to merit the trust that the people of this City have so generously given me — that I may able to serve this community as faithfully and selflessly as always.

Davao City, March 3, 1972.

CORNELIO P. MASKARIÑO
Vice Mayor

Messages



It gives me great pride and pleasure to be privileged to extend my sincere felicitations to the officials and people of Davao City on this momentous occasion which marks the 35th Anniversary of the founding of our beloved City.

Davao, being the haven of the many ethnic groups of our Country, the City officials, the Barrio officials, and the people of Davao City, because of the celebration of "Araw ng Davao" have re-assessed the progress through the years with the real significance of the occasion with a sense of growth, unity, belonging, and togetherness among our people. Despite their varied origins they have come to this haven in the south, in the pursuit of their dreams. Thus, in the process evolved the spirit of Davawenyos, fostering the idea of oneness among us.

The officials of the Federation of Barrio Councils (117 barrios) of this City have shown noble plans and objectives in the spirit of unity and shall reaffirm, rededicate, cooperate, and support the City administration for good Government and to continue a real endeavor in making Davao a truly progressive and peaceful Davao City.

With my best wishes for a successful celebration of Davao's 35th Foundation day & my most sincere congratulations to the people of Davao City, to the City officials, Civic organizations, and the Barrio Councils officials who make this affair a very successful one.

JUANITO D. FLORES
President, Federation of Barrio Councils
(117 barrios)

*Indonesian
3/12/87
com*

Davao City

= The Challenge

It Faces

By ERNESTO I. CORCINO
Secretary, Davao Press Club

A dream fulfilled. The first of its kind, the fountain in front of the City Hall of Davao, became a reality when the different civic organizations of the city worked hand in hand to build the first fountain in Davao City.



(NOTE: The author wishes to express his thanks to the City Press Secretary Chit Reyes and many others who provided various data for this article.)



FOR THE FIFTH YEAR in a row, Davao City has been celebrating "Araw Ng Dabaw" to commemorate the establishment of the City Government which has been operating under a special law or Charter since 35 years ago. Public observance of the City's foundation day appears to have fostered greater public interest not only in the history, current affairs and the future of the City, but also in developing among the residents a loftier sense of belonging and identification as "Davaoewenios", a more concerned involvement in the well-being of the community, and a higher expectation of better things in the future.

On this fifth celebration of "Araw Ng Dabaw", which actually marks the 35th anniversary of Davao as a chartered city, and also the 124th year of its foundation as a Christian community, it is appropriate to take stock, to examine how much and what major fields of endeavor Davao has grown in or has attained, and to focus on those areas that still need to be done in the days or years ahead.

Davao City . . . Then and Now—

Since Davao City's inauguration on March 1, 1937 (why the celebration of "Araw Ng Dabaw" is set on March 15th is being questioned), its population has grown from approximately 80,000 to 392,000 today.

Its annual income of P757,264.88 at the end of 1937, has increased today to P16,935,557.56.

The "old poblacion", with an area of approximately 600 hectares, has been expanded to incorporate a "new poblacion" of 6,960 hectares, per the development and zonation plan now pending approval by the City Council. Of course, within the 244,000-hectare area of the City, numerous new communities have grown and old ones have expanded, requiring a commensurate expansion of public services and utilities, including the establishment of District Halls, and extension of the City Hall, to have closer link with residents in the 117 barrios and numerous sitios of the City.

In 1937, city government officials and employees numbered around 300 people; last fiscal year (1970-71), the City Government has 65 officials and 2,165 employees, excluding school teachers and those employed under the so-called "floating plantilla."

In road networks and vehicular traffic, tremendous increases had taken place. Where only Oyanguren (now Magsaysay) street to the old Davao wharf at Sta. Ana, Claveria to San Roque, Magallanes, San Pedro, Rizal, Bonifacio, Bolton, Anda, Legaspi, and Ponciano streets were asphalted in 1937, today even with the ten-fold increase in the road networks of the poblacion, approximately two-thirds have been asphalted or concreted. Add to these the concreting of the main highway to the north and to the south of the City limits, plus the Poblacion-Mintal-Tugbok-Calinan-Baguio area to the southwest, which have all been concreted too! Then also the many feeder roads, funded by the City, the access roads to the numerous housing subdivisions and the all-weather logging roads to the hinterlands . . . these road networks have facilitated not only transporting of farm products but accelerated travel of people and likewise increased the value of real estate properties.

As to land transportation facilities, Davao of 1937 had one bus company and some 400 units of "PU" cars, "owner" cars and cargo trucks. Today, the City teems with numerous bus and "Baby" bus companies, taxis, AC and PUJ jeepneys, "owner" cars, trucks, passenger tricycles, school-busses and others, totalling some 14,479 vehicles.



Legislative Building

In air transportation, the 1937 vintage aircraft operated by the Iloilo-Negros Air Express Company (INAEC) made a weekly flight to Davao from Manila, making first an overnight stop in Iloilo before proceeding to Davao. A chartered flight from Manila to Davao direct, took seven hours on the 16-passenger Sikorsky Amphibian. Today, Davao City is served by three airline companies on regular schedules of 14 flights daily from different cities of Mindanao, as well as from Cebu and Manila, with a daily average of 534 incoming passengers, plus 21,500 pounds of cargoes. In addition, there are local private planes available for chartered flights.

In shipping facility, the port of Davao in 1937 was served by two inter-island vessels weekly, plus unscheduled visits by inter-ocean vessels occasionally. Today, some 18 shipping companies operate and have offices in Davao, having an average of five inter-island and inter-ocean ships in port everyday. Imports amounted to P21,489,116.89. In 1971, imports was valued at P85,346,313.77 and exports at \$115,879,178.48 (dollars).

Where Davao up to outbreak of the War had one bank, the Philippine National Bank which was established in Davao in 1917, today it has 18 commercial banks, five financing companies, two cooperative banks, one rural bank and three stock exchange agencies.

In communications facilities Davao in 1937 had the government's telegraph system and the Philippine Long Distance Telephone Company. Today some 14 telegraphic companies, of which four have microwave links to major cities here and abroad, and three long distance telephone networks have been established to supplement the pre-war facilities.

In the radio broadcasting service, Davao in 1937 depended for radio-news on Manila, Cebu and a couple of foreign-based stations. Today, within the City alone, 12 radio broadcast stations and three television stations, have their studios, while in nearby Tagum and Digos, four other broadcast stations are located.

In the educational institutions aspect, Davao in 1937 had but Immaculate Conception Institute, the St. Peter's School, and the Davao Institute as the major private educational institutions, in addition to the Japanese School, the Chinese School, the Davao City High School and the public elementary schools in the major districts of the City. Today, two universities, ten colleges and 35 other private schools with a total student population of 49,136 cover the city and districts. In addition the government operates 14 high schools, one school of arts and trades, and 168 elementary

City Hall

and primary schools with a total student population of 82,605 and a full-time teaching force of 3,341.

In the agro-industrial field, Davao of 1937 depended mainly on abaca, copra and lumber as the export products. That year Davao tallied a total export valued at P21,489,116.89. Today, Davao derives export income from logs, lumber, plywood, veneer, copra, desiccated coconuts, bananas, coconut oil, fruits, rice, corn, livestock and meat, cement, some minerals and even charcoal. Davao's export product this year (1971) is valued at a total of P169,280,287.13 for domestic market and \$115,879,178.48 (dollars) for foreign market.

These indices of change are not complete but it reflects a significant, if not exciting, fact that Davao City is growing at an enviable rate, economically, industrially, commercially, and spatially, in terms of expansion and growth of communities and mobility of population. From these indices, the City's officialdom and others concerned may glean some basis for planning, assessing, projecting and programming of priority needs of the City.

THE CHALLENGE OF TODAY

When City Mayor Luis T. Santos assumed office at the beginning of the year, or barely two-and-a-half months ago, he was quoted by Davao newspapers and radio as saying, among others, that he would be "a bold mayor"; that he would give prime attention to the peace and order condition; the need for more public works improvements, including the waterworks system, and rural development; that he would improve educational facilities; improve tax collection; modernize the structure and operations of the City Government; and that he would seek greater involvement of the citizens in government affairs. He has chosen the theme—PROSPERITY IN PEACE, to impress in the consciousness of the people.

These objectives are shared, and in fact, have long been desired and anxiously anticipated to materialize, by the masses of our people. Between pronouncements and accomplishments, however, it is imperative that a critical study and evaluation of the financial resources of the City, as well as the efficient utilization of the resources be made. Along this rationale, the following much-bruited-about questions are posed, so as to arrive at a better assessment of the government's capabilities and limitations.

How much funds is truly available for prosecuting or implementing the City's program of government? It has been shown in the past that city officialdom, including the city councilors do not really know the finances of the city.

Shrine of the Infant Jesus of Prague



The busy Sasa Wharf



The banana industry of Davao is booming.

Can tax collections be improved? Where have there been shortcomings or deficiencies in the tax collection responsibilities and efforts? How many millions of pesos in unpaid taxes remain to be collected? Is there necessity, at this time of high prices and relative low salaries, to impose new taxes?

How about the staffing pattern and the efficient utilization of the present personnel in the government service? Do we have unnecessary overlapping of functions and duplication of duties?

The answers to these questions would certainly provide some ideas as to whether our fiscal resources are realistic and properly utilized for the more vital economic and social infrastructures.

In the allocation of the City's finances, there is a popular notion that the City Government is using a much higher percentage of the City's income for salaries, allowances and benefits than is allowed by Department of Finance regulations. Thru the guise or technique of dividing the presentation of the budget and plantilla, followed later by the so-called "supplemental" budget, the regulation or restriction is subverted. This onerous operandi against public welfare is further aggravated by the practice of

piecemeal legislation. Thru this means the "malakas" wangles the release of funds for his favorite project, which often is not a priority one, because of the resolutions stipulating funding of the project "from funds not otherwise appropriated".

It is also known that, thru the years, as a new administration comes into power, more positions are created to accommodate the favored political followers or the "malakas". Unless a bold change in this practice is brought about, there will come a time when a far greater portion of the City's income will go to unnecessary or "pensionado" personnel.

This in laymen's understanding, is the crux of the challenge facing our Executive and Legislative Departments in the City Government. If they are to be attuned to the ferment and demands for change by the citizenry, then they have to introduce the "bold" change indeed! Only by an honest to goodness examination and resolution of the prevailing sins of commission and omission can the City Government attain a passing mark in accomplishing its envisioned goals.

GLARING SHORTCOMINGS . . .

The theme PROSPERITY IN PEACE denotes the attainment of prosperity in an atmosphere of peace. The areas or factors for its realization cover a wide spectrum. Precisely, a wise allocation of the available financial resources of the city and a bold management reform is necessary, and pursued with dedication for the good of the greatest number. What are those areas?

Peace and Order— Security of abode, peace of mind, and the pursuit of the various human endeavors can flourish only when there is viable peace and order. Davao City, with its broad area and large population, recorded 4,666 crimes in a year, as per report of the POLCOM released last November 1971. While adjudged "the most peaceful city" in the country in that report, yet such is no reason to excuse the 4,666 crimes committed. If criminals can rob the house of city officials with impunity and even arrange for the escape of criminals in jail, then despite crime-rate population ratio chalked in our credit compared to other cities, something must still be done. And how about the unreported crime cases?

Unfortunately, with only 400 policemen to keep and maintain peace and order in an area of 244,000 hectares, with some 400,000 people (residents and transients), and the fact that the police force is markedly divided into cliques, and lacks facilities for communication, transportation, crime detection and prevention, then somebody, somewhere has been unkind to the citizens of this city. Of course the new City Mayor, who was a former chief of police here, has shown a "bold" move: he has brought in the POLCOM/USAID to assist in the training and the equipping of the police department. But the aid is only now beginning to take form; some months more to go before we can feel its enervating effect. However, the City Government must provide the counter-

part support and that needs some changes in the allocation of the inadequate funds of the city.

City Health Services & Sanitation — The CHO which is responsible for looking after public health welfare and providing medical services to the larger segment of our population is staffed by 12 medical officers, five dentists, 26 nurses, 14 midwives, 17 sanitary inspectors, 4 health technicians, one social worker, and 44 others for administrative support, such as personnel officers, clerks, drivers, laboratory helpers, laborers, and cemetery keepers.

In addition to providing numerous health and welfare services in the main office near City Hall, the same staff have to cover and provide similar services in 27 active district and barrio health centers, plus another 12 semi-active centers. To provide services in the outlying health centers, the CHO operates an ambulatory clinic or "CHO on Wheels", which, last year, attended to 397,652 clients.

Added to the direct-client service, the limited staff of the CHO conducts or promotes the Family Planning Program, enforces Environmental Sanitation Services, (such as supervising market sanitation, food handling and manufacturing establishments, sanitation of streets, plazas and playgrounds, garbage dumping, toilet and disposal systems, social work and referral services) and operating the blood bank.

The multiplicity and variety of responsibilities and duties charged upon the grossly inadequate personnel complement of the CHO is, to say the least, abnormal. With constant exposure to the infirm and the diseased, low salary and inadequate transportation, not to mention lack of allowances for uniforms to make themselves "sanitarily presentable", with neigher transportation allowance to go around to check on health and sanitary conditions, it is no wonder that our environment and public health service have sanitation laws.

The public therefore is acutely concerned with more public health facilities and services. It is ironical that while the City Council (with the major taks of deliberating and arguing amongst themselves legislation for the Mayor's implementation) had a budget in 1970-71 of P1,110,464.06, the City Health Office which directly works and in personal contacts with almost the entire populace, was funded only to the extend of P711,205.22. Is there equity?

Tourism & Eyesores.— The economic benefits derived from tourism has a multiplier effect. Whatever the tourists spend in our City, that much more amount is injected to our local money supply. It means that our porters at the airport, the taxi drivers, the hotels, the food suppliers, the jeepney drivers, the farmers, the fishermen, the market vendors, and many others catering to the needs and comfort of the tourists are benefitted, not to say of taxes to be derived.



Magway Sapay Park



Bago Inigo Farms

The local BTTI office tallied around 55,000 tourists (those who stayed here at least 24 hours and stayed in hotels) who came to Davao City last year, representing guests in only three major hotels. If we add those who stayed in the other hotels the total would be much higher. If those guests spent a minimum average of only P30.00 each per day, and considering further that the average guest stayed in Davao for a period of 3 days, then Davao had earned no less than P4,950,000.00 from tourism alone.

Obviously we want to attract more tourists to Davao. In fact, the City Council has created a new committee in its set-up . . . the Committee for Trade and Tourism. Its Chairman, Councilor Antonio Castillo has involved "concerned citizens who love Davao" in working towards developing Davao City into a tourist center. Plans on the works are to set up a Bagobo Village at Eden, a pre-war tourist resort in upper Bayabas, Toril. The beaches, a City Museum and other interesting landmarks are targets for development too.

Hand in hand with the need for funding these projects, which BTTI Commissioner Gregorio Araneta promised to match with a counterpart fund, there is a complementary need for correcting the visual eyesores in our City. Regulatory measures and funding are vitally needed to enable the City Public Services Department to cope satisfactorily with the garbage pollution and collection. Squatters' enclaves, billboards and other obstructions to the aesthetic enjoyment of the City's appearance need to be controlled, minimized or dressed up. And of course, a city-wide beautification and sanitation campaign involving all residents must be effected.

Economic Development — The various aspects of economic development which the new City Administration hopes to implement call for a sincere and thorough analysis of the City's fiscal position and resources if the vital ones are to be accomplished with satisfaction. Therefore measures for enhancing the growth of trade and commerce, of increasing farm and industrial production are paramount. Success in these areas would mitigate, to

some extent, the serious unemployment problem and the resultant social ills and criminality, existing in the City. To encourage inflow of investments here, it is important for the City Council to enact as soon as possible the long pending measure for the Zonification and Development Plan of Davao City. Prospective investors need to be convinced of the benefits Davao could offer, and that includes their knowing the zone where they might put up their factories, without pleading before different "channels and tables" to get approval of their plant site.

Conclusion—

Davao City cannot remain long sitting on the enticements of its purported glory as "the land of promise", as the most progressive city in the southern Philippines. We have no monopoly of opportunity to offer. Our fast rising population, the rapid denudation of our forests, the erosion of our hillsides and farmlands, the pollution of our air and waters, present challenges demanding immediate action.

The harnessing of our manpower to productive efforts by opening up opportunities for work and employment, the corollary efficient utilization of our material and fiscal resources, the effective and economical management of our public affairs, all these are crying challenges to our officialdom, our institutions, our people.

"Araw Ng Dabaw '72" could serve as a landmark for a new awakening, a rededication to progressive service to our Davao and fellow Davaoewefos.



Aerial Views: A plywood factory (left) and the PTA Grounds and Stadium (below).



DATU BAGO AWARDEES

By Jesus-Manuel Torrento

EVERY YEAR, SINCE 1969, the City of Davao bestows the Datu Bago Awards as a gesture of appreciation to individuals and institutions for leadership in various fields of endeavors, thus rendering valuable contributions to the growth of the city and its people.

The Awards, given during the Araw ng Dabaw Celebration, is named after Datu Bago, the intrepid non-Christian leader who heroically protected the then Davao settlement at the mouth of the Davao River from the onslaught of the Castilian forces in 1500's.

Since 1969, 17 outstanding citizens of the city have been recipients of the award for outstanding services: from education to land and community development, from business and industry to arts and letters.



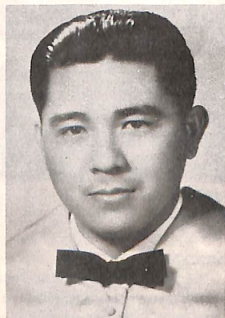
MRS. ELISA N. PANUNCIALMAN



LIGAYA G. VICTORIO



CARLOS IÑIGO, SR.



DR. BENJAMIN O. CRUZADA

MRS. ELISA N. PANUNCIALMAN — for Cottage Industry

A nurse by profession, wife to a prominent surgeon, mother to seven children (all of them successes) Mrs. Panuncialman leads a profitable life: she is publisher of the Mindanao Dispatch, runs gift shops and a drugstore, and is either president or member of some 11 cultural civic, and religious organizations.

But it is in the field of cottage industry that she has become almost an institution. Her shellcraft industry, whose products are works of art, started in 1961; are now the city's major exports to foreign countries, and afforded jobs to many people.

Through strict quality control, her shellcraft industry is an exemplary contribution to the progress and welfare of the City.

LIGAYA G. VICTORIO — for Socio-civic Services

Ligaya David Goseco Victorio's name is synonymous to socio-civic action for achievements in bridging the gap between the rich and the poor — thus strengthening the faith among the less-fortunate on the concern of more affluent citizens.

Presently President, Serranettes Club of Davao; Treasurer, Davao Press Club; board member, Davao Girl Scouts; member or past presidents of various other civic, religious and cultural groups, she is playing a vital role in many projects that bring some of the comforts of life to the poor of the community.

Married to a gentleman-farmer, Felix G. Victorio, she is a PWU graduate (ACS-BSBA) and mother to four children: Bong, now at Sophia U, Tokyo, for graduate studies; Leo, a Rotex Scholar (Hawthorne Victoria, Australia), former student at Monash U; Sandra, AB sophomore, PWC of Davao, Juliette Low Scholar to the Girl Scouts of America Jubilee of the Arts (1971); and Andres Esteban, High School sophomore, Ateneo de Davao, Boy Scout Leader.

CARLOS IÑIGO, SR. — For Sports

One of Davao City's "pillars of society", Don Carlos, insurance man par excellence, with a brilliant military record, is an officer and member of some 10 civic, cultural and religious groups and proprietor of the Bago Inigo Farms, a top scenic attraction.

Married to the former Rosita B. Miguel, he is father of eight children, all successes in their respective professions, and grandfather to 30 grandchildren.

He is the prime-mover for local interest in sports, having introduced basketball in Davao in 1927; initiated the construction of tennis courts, and encouraged participation in tennis, soccer, football and boxing. He is instrumental in the city's acquisition of 50 hectares of land in Bago (which he owned), now a Championship 18-hole Golf Course — the Apo Golf & Country Club — making alive the dictum, "A healthy mind and a healthy body" through sports.

DR. BENJAMIN O. CRUZADA — For Planned Parenthood and Family Planning.

While others dedicate their energies to personal interests, Dr. Cruzada has been devoting his time and efforts in solving a major problem: the uncontrolled growth of population, bringing the message, particularly among the poor, of the responsibilities of parenthood.

To this end, he spearheaded the Christian Family Planning movement through 113 seminars, 36 lectures and 51 talks, among others, to as far as Cotabato and practically all over the three Davao provinces, harnessing schools, hospitals, health centers and human resources to realize objectives.

He is married to Adelina Santos by whom he has five children. In spite of his busy professional life, his message of responsible parenthood, he brings into no fewer than 25 civic, religious and cultural organizations of which he is either officer or member.



GLORIA JIN ENDRIGA
Daughter of Atty. and Mrs. Donato C. Endriga
Ateneo de Davao College
Sponsor: Rotary Club of Davao



DANEA CONCEPCION GARCIA
Daughter of Mr. and Mrs. Miguel Garcia
Ateneo de Davao
Sponsor: Inner Wheel Club of Davao



MAUREEN ELIZABETH V. HILARIO
Daughter of Dr. and Mrs. Honorio S. Hilario
Ateneo de Davao College
One time Rotary Exchange Student to
Washington, D.C.
Sponsor: Mt. Apo Lions Club

ENRIQUETA "Inday" TAJO GESTOSO
Daughter of Mr. and Mrs. Jose Gestoso
Philippine Women's College of Davao
Sponsor: Davao Jayceebelles



"MUTYA NG DABAW" FINALISTS

TERESA MARILYN B. LICERALDE
Daughter of Mr. and Mrs. Crisostomo Liceralde
University of the Philippines
Fine Arts Student
Sponsor: Durian Lions Club

PROGRAM OF ACTIVITIES

PRE-ARAW NG DABAW ACTIVITIES

SATURDAY, MARCH 11, 1972

Motorcycle Race
Time: 8:00 a.m. - 5:00 p.m.
Place: Carrido Lot, Bajada, Davao City
Sponsor: Davao Motorcycle Club

SUNDAY, MARCH 12, 1972

Soap Box Derby
Time: 8:00 a.m.
Place: J.P. Laurel Avenue, Bajada, Davao City
Sponsor: Davao Jaycees

Motorcycle Race (Continued)
Time: 8:00 a.m. - 5:00 p.m.
Place: Carrido Lot, Bajada, Davao City
Sponsor: Davao Motorcycle Club

MONDAY, MARCH 13, 1972

Essay Writing Contests in English and Pilipino for Secondary and College Students
Time: 9:00 a.m. - 12:00 n.
Place: Davao City Library
In Charge: Mr. Leoncio Deriada
Miss Estrella "Chit" Reyes
Mr. Jesus-Manuel Torrento

Rondalla and Combo Contests
Time: 3:30 p.m. - 5:30 p.m.
Place: Rizal Park
In Charge: Mr. Jovito Brigoli
Mr. Johnny Balute

TUESDAY, MARCH 14, 1972

Declamation Contests in English and Pilipino
Time: 3:30 p.m. - 4:30 p.m.
Place: Rizal Park
In Charge: Mrs. Pilar L. Magno
Mrs. Maximina C. Dolendo

Chorus Contest
Time: 4:30 p.m. - 5:30 p.m.
Place: Rizal Park
In Charge: Mrs. Paterna R. Francisco
Mr. Guillermo Anajao

4-H Club Night
Time: 8:00 p.m.
Place: Rizal Park
In Charge: Mr. Enrique T. Panlilio
Miss Georgina Dacuycuy

7:30 - Display of Flags in all public and Private Buildings
In Charge: Chief of Police Federico A. Melocoton
Major Antonio Teves

8:00 - Planting of the 35th Anniversary Commemorative Tree by Honorable Luis T. Santos, City Mayor
In Charge: Mr. Crispino dela Cruz
- One-minute Blowing of Sirens and Ringing of Bells
In Charge: Lt. Col. Rosendo Dacanay

- Marathon
Starting Place: Toril
Sponsors: Alpha Pi Sigma Fraternity and Lambda Alpha Sigma
Sorority, U.M.
Rene Pagatpatan - Coordinator

9:00 - 4-H Club Closing Ceremonies
Place: Osmeña Park
- Sports and Children's Games (continued)
- Conference on Peace and Order
Place: Imperial Hotel
In Charge: Chief of Police Federico Melocoton

8:00 p.m. - Concert - Dapecol Band
Rizal Park

10:00 - Basketball Exhibition Game
Place: City Hall Compound
In Charge: Mr. Egnidio Tubal, Jr.

AFTERNOON

1:00 - Civic-Military Parade
Assembly Point: Magsaysay Park
In Charge: Chief of Police Federico A. Melocoton
Lt. Col. Alberto Quiñones

Master of Ceremonies: Atty. Dulthe Rañon

3:30 - Releasing of Doves and Baloons
In Charge: Lt. Col. Rosendo Dacanay
Miss Esperanza Santos

- Literary-Musical Program
Place: Rizal Park
In Charge: Supt. Pedro O. Sanvicente
City Secretary Blasito E. Angeles
City Librarian Emerita A. Rodriguez
(See separate program)

ARAW NG DABAW ACTIVITIES

WEDNESDAY, MARCH 15, 1972

MORNING-

4:30 - Hiking, led by Hon. Luis T. Santos, City Mayor, and National and City officials and employees, teachers, students, and officials and members of civic, educational and religious organizations and the general public from Rizal Park, Quezon Boulevard, Magsaysay Avenue, Recto Avenue, Palma Gil Street, Palaruang Lungsod, Legaspi Street, General Luna Street, Quirino Avenue, San Pedro Street and back to Rizal Park (Coffee Break at the Palaruang Lungsod)
Music: Davao City High School Band
Rizal Memorial Colleges Band
In Charge: Dr. Jose Salcedo V. Quimpo
Dra. Ester Peralta Cruz
Dr. Constantino Sabandal

7:00 - Flag Raising Ceremony
Hon. Cornelio P. Maskariño, Vice Mayor
In Charge: Atty. Emmanuel Galicia

8:00 - 4-H Club Exhibits and Demonstrations
Place: Osmeña Park
In Charge: Mrs. Sisinia T. Margen
Mrs. Imelda A. San Agustin
- Sports and Children's Games
Place: Palaruang Lungsod & Rizal Park
In Charge: Atty. Emmanuel Galicia

9:00 - Bicycle and Walkathon
Place: San Pedro Street
In Charge: (Bicycle) Mr. Pacifico L. Arcenas
(Walkathon) Mr. Mike J. Mahipus
10:00 - Basketball Exhibition Game
Place: City Hall Compound
In Charge: Mr. Sotero H.Y. Bathan

AFTERNOON-

1:30 - Sports and Children's Games (continued)
- 4-H Club Demonstrations (continue)

3:00 - Amateur Singing Contest
Place: Rizal Park
In Charge: Mrs. Socorro R. Nombardo
Mrs. Zosima Albay

4:00 - Folk Dances Contest
Place: Rizal Park
In Charge: Mrs. Gloria Lacuesta
Mrs. Estrella Villareal

EVENING -

8:00 - "GABI NG MGA MUTYA"
Place: Rizal Park
In Charge: Dr. Vicente Gahol
(See separate program)

THURSDAY, MARCH 16, 1972

MORNING -

4:00 - Diana
Place: Around Davao City Poblacion and Suburbs
Bands: Davao City High School, University of Mindanao, International Harvardian University, Rizal Memorial Colleges, Davao Chinese High School, Tambongon Barrio High School Bands
In Charge: Dr. Diosdado Tech

6:00 - Church Service and Field Mass
Place: Infront of City Hall
Celebrant: Msgr. Antonio Mabutas, D.D.
In Charge: Mrs. Catalina G. Santos (Honorary)
Atty. Nicolas Catil
Supt. Francisco B. Apilado
Atty. Paterno Lomantas

7:00 - Flag Ceremony
Place: Rizal Park
Guest Speaker: Hon. Ismael L. Veloso, Con-Con Delegate
In Charge: Atty. Emmanuel Garcia

"GABI NG MGA MUTYA"

8:00 p.m. March 15, 1972 Rizal Park

- | | |
|--|--|
| 1. Selection | DAVAO CITY TEACHERS ORCHESTRA
Mr. Alfredo T. Raza, In Charge |
| 2. Opening Remarks | Dr. Vicente Gahol
President, Rotary Club of Davao |
| 3. Vocal Solo | Mrs. Wilma B. Misa
Division of City Schools |
| 4. Presentation of the Five Finalists for "Mutya ng Dabaw" in Playsuits | |
| 5. Folk Dance | BANGOY DISTRICT TEACHERS
Mrs. Asuncion Latagan, In Charge |
| 6. Quartette | DAVAO CENTRAL DISTRICT TEACHERS
Mrs. Gloria Lacuesta, In Charge |
| 7. Presentation of the Five Finalists for "Mutya ng Dabaw" in Gowns | |
| 8. Chorus | SAN ROQUE DISTRICT TEACHERS
Mr. Francisco Cucharo, In Charge |
| 9. Modern Jazz | PHILIPPINE WOMEN'S COLLEGE OF DAVAO
Mrs. Carmen Locsin, In Charge |
| 10. Proclamation of the Winners in the "Mutya ng Dabaw" contest by the Chairman of the Board of Judges | |
| 11. Placing of Sash, Presentation of Trophies, and Offering of Bouquets | |
| a. 4th Princess | "Pag-asa ng Dabaw" |
| b. 3rd Princess | "Patnubay ng Dabaw" |
| c. 2nd Princess | "Sinag ng Dabaw" |
| d. 1st Princess | "Diwa ng Dabaw" |

COMMITTEES

12. Coronation of "Mutya ng Dabaw" by Miss GENETTE R. LEDESMA, 1971
"Mutya ng Dabaw", assisted by Hon. LUIS T. SANTOS, City Mayor
Presentation of Trophy by the President of the Sponsoring Club
Offering of Bouquets by Mrs. CATALINA G. SANTOS
 13. "Harana" to the "Mutya ng Dabaw" Mr. Rolando Fernandez
 14. Closing Remarks Engr. Jose F. Campo
President, Durian Lions Club
 15. Selection DAVAO CITY TEACHERS ORCHESTRA
Mr. Alfredo T. Raza, In Charge
- Master of Ceremonies Atty. Dionisio C. dela Cerna, President, Davao Jaycees

Among the Prizes will be: Two round-trip tickets (Davao-Manila) from Filipinas Orient Airways; and
Two round-trip tickets (Davao-Manila) from Air Manila for the Mutya and/or other finalists.

LITERARY - MUSICAL PROGRAM

3:00 p.m. March 16, 1972 Rizal Park

Part I

1. Pambansang Awit ng Pilipinas Mr. Alfredo T. Raza, Conducting
 2. Invocation Rev. Fr. Reynerio Tusoy
Parish Priest of San Pedro
 3. Opening Remarks Atty. Blasito E. Angeles
City Secretary
Co-Chairman and Coordinator
"Araw ng Dabaw" Celebration
 4. Vocal Solo Mrs. Socorro R. Nombro
Office of the City Auditor
 5. Conferment of Datu Bago Award Hon. LUIS T. SANTOS, City Mayor
to be assisted by Hon. Enrique B.
Inting, Chairman, Datu Bago Award
Board of Trustees
 6. Introduction of the Guest Speaker Hon. LUIS T. SANTOS, City Mayor
 7. Address Hon. Raul S. Manglapus
Delegate, Constitutional Convention
 8. Chorus DIVISION OF CITY SCHOOLS CHORAL
GROUP
Mrs. Paterna R. Francisco, In Charge
Mr. Guillermo Anajao, Conducting
 9. Announcement of Winners and Distribution of Prizes
a. Literary-Musical Contests Mrs. Emerita A. Rodriguez
b. Floats and Parade Hon. Gumercindo Arcilla
 10. Community Singing, "Tayo Ay Dabawenyo" Mr. Guillermo Anajao, Conducting
- Master of Ceremonies Supt. Pedro O. Sanvicente
Chairman, "Araw ng Dabaw" Celebration

Part II

1. First Prize Winner in the Amateur Singing Contest
2. First Prize Winner in the Pilipino Declamation Contest
3. First Prize Winner in the Combo Contest
4. First Prize Winner in the English Declamation Contest
5. First Prize Winner in the Rondalla Contest
6. First Prize Winner in the Chorus Contest
7. First Prize Winner in the Folk Dance Contest

Mrs. Emerita A. Rodriguez
Master of Ceremonies

EXECUTIVE COMMITTEE

Hon. LUIS T. SANTOS, City Mayor Honorary Chairman
Hon. CORNELIO P. MASKARIÑO, City Vice Mayor Honorary Vice Chairman

Mr. PEDRO O. SANVICENTE, Supt. of City Schools Chairman
Atty. BLASITO E. ANGELES, City Secretary Co-Chairman & Coordinator

Honorary Members

Hon. GAUDIOSO M. TIONGCO	Hon. PANTALEON V. PELAYO, JR.
Hon. VICENTE ALBAY	Hon. DOMINADOR ZUÑO, JR.
Hon. FELICIDAD C. SANTOS	Hon. VALENTINO BANZON
Hon. VICTORIO ADVINCULA	Hon. BONIFACIO TAMAYO
Hon. DOMINGO VIDANES	Hon. ANTONIO S. CASTILLO
Hon. BIENVENIDO O. AMORA	Hon. TOMAS MONTEVERDE, JR.
Hon. BENIGNO S. BANGOY	

Mrs. CATALINA G. SANTOS Honorary Member
Mrs. ROSABELLA C. MASKARIÑO Honorary Member

Members

Hon. Enrique B. Inting	Hon. Gumercindo Arcilla
Hon. Vicente E. Calanog	Treas. Maximino S. Asistido
Engr. Samuel Dumlaog	Atty. Felix N. Pepito
Dr. Jose Salcedo Qumipo	Mrs. Emerita A. Rodriguez
Lt. Col. Alberto Quiñones	Atty. Nicolas Catiil
Atty. Gonzalo C. Latorilla	Chief of Police Federico Melocoton
Supt. Francisco D. Apilado	Mr. Pacifico L. Arcenas
Supt. Felix Villarin	Engr. Vicente Garcia, Jr.
Dr. Vicente Gahol	Miss Esperanza T. Santos
Mrs. Sol T. Carpio	Engr. Santiago Paclibar
Mr. Rufino Ambrosio, Jr.	Mr. Emerito Francisco
Mr. Salvador Francisco	Mr. Juanito Flores
Mr. Antonio D. Gonzaga	Mrs. Sisinia T. Margen
Dr. Diosdado Tech	Miss Estrella "Chit" Reyes
Mr. Ross Torres	Lt. Col. Rosendo Dacanay
Atty. Emmanuel Galicia	Mrs. Imelda S. San Agustin
Mrs. Pilar L. Magno	Mr. Crispino dela Cruz

DATU BAGO AWARD BOARD OF TRUSTEES

Hon. Enrique B. Inting	Chairman
Arch. Ramon Basa	Member
Rev. Fr. Miguel Varela, S.J.	Member
Atty. Cesar E. Nufez	Member
Dr. Jose J. Yap	Member

COMMITTEE ON PUBLICITY AND SOUVENIR PROGRAM

Mr. Pacifico L. Arcenas	Chairman
Miss Estrella "Chit" Reyes	Co-Chairman (Chairman & TV)
Mr. Ross Torres	Co-Chairman (Radio)
Mr. Jesus-Manuel Torrento	Coordinator
Mr. Alfredo Tiamson	Member
Mr. Gil Abarico	Member
Mr. Ernesto I. Corcino	Member
Dean Florendo Mangaol	Member

**COMMITTEE ON CULTURAL PRESENTATIONS
& LITERARY-MUSICAL CONTESTS**

- Mrs. Emerita A. Rodriquez Chairman
- Mrs. Pilar L. Magno Co-Chairman
- Mrs. Patricia B. Francisco Member
- Mr. Leoncio Deriada Member
- Miss Estrella "Chit" Reyes Member
- Mr. Jovito Brigoli Member
- Mrs. Gloria Lacuesta Member
- Mr. Guillermo Anajao Member
- Mrs. Socorro Nombrado Member
- Mrs. Zosima Albay Member
- Mr. Jesus-Manuel Torrento Member
- Mr. Johnny Balute Member
- Mrs. Maximina C. Dolendo Member
- Mrs. Estrella Villareal Member

**COMMITTEE ON HIKING AND
FLAG CEREMONY**

- Dr. Jose Salcedo V. Quimpo Chairman
- Dra. Ester Peralta-Cruz Vice Chairman
- Dr. Constantino Sabandal Vice Chairman
- Mr. Benedicto Cruz Member
- Engr. Jose Campo Member
- Atty. Emmanuel Galicia Member
- Mr. Adolfo Arguna Member
- Mr. Enrique M. Lozada Member
- Engr. Jose Evidente Member
- Mr. Enrique T. Panlilio Member
- Mr. Carlos Ysaguerre Member
- Mr. Cesar Leyson Member
- Mr. Angel G. Suñaz Member
- ALL Presidents of Civic, Religious
and Educational Organizations Members

**COMMITTEE ON SPORTS AND
CHILDREN'S GAMES**

- Atty. Emmanuel Galicia Chairman
- Mr. Pacifico L. Arcenas Co-Chairman
- Mr. Emerito Francisco Co-Chairman
- Mr. Enrique T. Panlilio Member
- Mr. Igmedio Tubal, Jr. Member
- Mr. Terry Bathan Member
- Mr. Rene Pagatapan Member
- Mr. Cristino Guillen Member
- Mr. Jess Tan Member
- Mr. Ernesto I. Corcino Member
- Atty. Dionisio dela Cerna Member
- Major Salvador Olivar Member
- Mr. Antonio Bulacac Member
- Mr. Nestor Gil C. Member

COMMITTEE ON YOUTH PARTICIPATION

- Atty. Rogelio Fernandez Chairman
- Mr. Benedicto Cruz Co-Chairman
- Mrs. Angelina C. Señal Member
- Mr. Teodolfo Despojo Member
- Mr. Angel G. Suñaz Member
- ALL Presidents of University,
College and Secondary Student
Councils Members

COMMITTEES

**COMMITTEE ON ARCHES, STAGE AND
DECORATIONS**

- Engr. Samuel Dumlaog Chairman
- Supt. Francisco B. Apilado Co-Chairman
- Engr. Vicente Garcia, Jr. Member
- Engr. Abraham Dumlaog Member
- Arch. Florencio Gavino III Member
- Engr. Jesus Bautista Member
- Engr. Modesto Sero Member
- Engr. Norma Llamas Member
- Mr. Antonio Medino Member
- Mr. Raymundo Jimenez Member
- Arch. Jose Veluz Member

COMMITTEE ON DIANA

- Dr. Diosdado Tech Chairman
- Supt. Felix Villarín Co-Chairman
- Mr. Enrique T. Panlilio Member
- Mr. Alfredo Raza Member
- Mr. Romeo Magbanua Member

**COMMITTEE ON LIGHT AND
SOUND SYSTEM**

- Engr. Santiago Paclibar Chairman
- Mr. Salvador Francisco Co-Chairman
- Mr. Franco Cordero Member
- Mr. Fernando Ronquillo Member
- Mr. Juanito delos Reyes Member
- Engr. Modesto Sero Member

COMMITTEE ON CHURCH SERVICES

- Mrs. Catalina G. Santos Honorary Chairman
- Atty. Nicolas Catil Chairman
- Supt. Francisco B. Apilado Co-Chairman
- Mr. Clemente Soco Member
- Atty. Paterno Lomantas Member
- Mrs. Cecilia O. Quintillan Member

**COMMITTEE ON "MUTYA NG DABAW"
BEAUTY CONTEST**

- Dr. Vicente Gahol Chairman
- Engr. Jose F. Campo Vice Chairman
- Atty. Dionisio dela Cerna Secretary
- Mr. Esequiel Reyes Treasurer
- Mr. Jesus-Manuel Torrento PRO
- Mr. Adolfo Arguna Member

- Dr. Faustino Acosta Member
- Engr. Jose Evidente Member
- Mr. Carlos Ysaguerre Member
- Arch. Roman Solitaria Member
- Mr. Mike Balbin Member
- Mr. Medardo Dabi Member
- Mr. Jimmy Rivero Member
- Atty. Emmanuel Galicia Member
- Mr. Jose B. Custodio Member

**COMMITTEE ON DISTRICT AND
BARRIO PARTICIPATION**

- Mr. Antonio D. Gonzaga Chairman
- Mr. Juanito Flores Co-Chairman
- Mr. Benjamin Babao Member
- Mr. Jesus Basuil Member
- Mr. Antonio Colina Member
- Mr. Lorenzo Arranjuez Member
- Mr. Crisanto Navacilla Member
- Mr. Nemesio Depillo Member
- Dr. Manuel Garcia Member
- Mr. Cenen Veloso Member
- Mr. Antonio Babao Member

**COMMITTEE ON FLOATS, PARADE
AND SECURITY**

- Chief of Police Federico Melocoton Chairman
- Lt. Col. Alberto Quiñones Co-Chairman
- Major Antonio Teves Member
- Major Salvador Olivar Member
- Mr. Enrique T. Panlilio Member
- Mr. Clemente Soco Member
- Mr. Agapito Dasmariñas Member

**COMMITTEE ON FINANCE, PRIZES
AND AWARDS**

- Treas. Maximino S. Asistido Chairman
- Auditor Felix N. Pepito Co-Chairman
- Atty. Gonzalo L. Latorilla Co-Chairman
- Mr. Rufino Ambrosio, Jr. Co-Chairman
- Mr. Pacifico L. Arcenas Member
- Mrs. Sol T. Carpio Member
- Miss Esperanza T. Santos Member
- Mrs. Exuperia G. Madrazo Member

**COMMITTEE ON 4-H CLUB DEMONSTRATIONS
AND EXHIBITS**

- Mrs. Sisina T. Margen Chairman
- Mrs. Imelda A. San Agustin Co-Chairman
- Atty. Dulthe Raton Vice Chairman
- Mrs. Priscilla B. Cadena Member
- Mr. Argelino Manajero Member

- Mr. Enrique T. Panlilio Member
- Mr. Edwin A. Bernedo Member
- Mr. Sebastian Anglongto Member
- Mr. Cenen Veloso Member
- ALL Officers and Members of the
Board of Directors of the Davao
City 4-H Club Adult Leaders
Association Members

**COMMITTEE ON ANNIVERSARY
TREE PLANTING**

- Mr. Crispino dela Cruz Chairman
- Atty. Rogelio Fernandez Co-Chairman
- Mr. Angel G. Suñaz Member

**COMMITTEE ON DOVE AND
BALLOON RELEASING**

- Lt. Col. Rosendo Dacanay Chairman
- Major Hilario M. Capito Member
- Miss Esperanza T. Santos Member

**"MUTYA NG DABAW" BOARD
OF JUDGES**

- Hon. Antonio H. Martinez Chairman
- Engr. Ernesto Aboitez Member
- Mrs. Soledad Duerte Member
- Supt. Francisco B. Apilado Member
- Mrs. Sol T. Carpio Member
- Arch. Eduardo Valencia Member
- Hon. Enrique B. Inting Member
- Atty. Blasito E. Angeles Member

**COMMITTEE ON PEACE AND ORDER
CONFERENCE**

- Chief of Police Federico Melocoton Chairman
- Atty. Enrique Cayudong Co-Chairman
- Lt. Col. Roque N. Boquiren Member
- Major Antonio Teves Member
- Major Salvador Olivar Member
- Major Petronilo Carriga Member

**BOARD OF JUDGES ON FLOATS
AND PARADE**

- Hon. Gumercindo Arcilla Chairman
- Hon. Vicente E. Calanog Co-Chairman
- Mrs. Sol T. Carpio Member
- Arch. Ramon Basa Member
- Dr. Jose Yap Member

COMMITTEE ON TRANSPORTATION

- Mr. Vivencio Flores Chairman
- Major Salvador Olivar Co-Chairman
- Major Ceferino Taleon Member



HON. LUIS T. SANTOS
City Mayor

EXECUTIVE OFFICIALS



HON. ENRIQUE INTING
City Judge



HON. VICENTE CALANOG
City Judge



HON. GUMERSINDO ARCILLA
City Judge



ATTY. RAUL B. PICHON
City Fiscal



ATTY. BLASITO E. ANGELES
City Secretary



ATTY. GONZALO LATORILLA
Secretary to the Council



ATTY. REGINALDO ARCEO
Special Asst. to the Mayor
(City Manager)



MR. MAXIMINO ASISTIDO
City Treasurer



ATTY. FELIX N. PEPITO
City Auditor



ATTY. NICOLAS CATIL
City Assessor



ENGR. SAMUEL DUMLAOD
City Engineer



MR. PEDRO O. SANVICENTE
Supt. of City Schools



DR. JOSE SALCEDO QUIMPO
City Health Officer



ENGR. SANTIAGO PACLIBAR
Public Service Officer



ATTY. FEDERICO A. MELOCOTON
Chief of Police



COL. ROSENDO DACANAY
Chief Fire Department



MR. SALVADOR FRANCISCO
City Electrician



MR. CRISPINO DELA CRUZ
City Agriculturist, Officer Incharge



MR. MAURICIO VILLAMOR
City Veterinarian, Officer Incharge



MRS. EMERITA A. RODRIGUEZ
City Librarian



SUPT. FRANCISCO APILADO
Supt. Davao School of Arts & Trade



HON. CORNELIO P. MASKARIÑO
Vice Mayor

LEGISLATIVE OFFICIALS



HON. GAUDOCIO M. TIONGCO
Councilor



HON. VICENTE M. ALBAY
Councilor



HON. FELICIDAD C. SANTOS
Councilor



HON. VICTORIO S. ADVINCULA
Councilor



HON. DOMINGO B. VIDANES
Councilor



HON. BIENVENIDO O. AMORA
Councilor



HON. BENIGNO B. BANGOY
Councilor



HON. PANTALEON V. PELAYO, JR.
Councilor



HON. DOMINADOR B. ZUNO, JR.
Councilor



HON. BONIFACIO TAMAYO
Councilor



HON. VALENTINO BANGZON
Councilor



HON. ANTONIO S. CASTILLO
Councilor



HON. TOMAS MONTEVERDE, JR.
Councilor

PROGRAM OF GOVERNMENT AND PROGRESS REPORT

By Estrella "Chit" Reyes, City Press Secretary

THE NEW ADMINISTRATION, under the stewardship of Mayor Luis T. Santos, has called upon the city officialdom and the citizenry to be one with him in the attainment of its goals and aspirations as embodied in the theme PROSPERITY IN PEACE.

A program of government geared to give the city and its people the best that it can offer has been developed. Like a man on the start of a journey, who has envisioned his destination, has considered the various problems to be encountered, and knows what he needs and the means open to him to reach his goal, Mayor Santos and his staff have established priorities to direct his administration's actions.

PEACE AND ORDER. The desire for peace is not just a personal need of each individual; it is the cornerstone of future progress and wellbeing of the city. Thus, the administration's platform of government: PEACE AND ORDER.

In his two and half months in office, the City Mayor has tapped the various agencies -- local, national and international -- to assist his administration in upgrading its enforcing agencies. These efforts are starting to get results; the ongoing construction of a Police Academy; the POLCOM-USAID in-depth survey of the Davao City Police Department in order to professionalize personnel, streamline operations and modernize equipment, among others.

The City Mayor is underscoring the solution of the deteriorating peace and order situation by mobilizing the Davao City Police Department to work at its maximum, not only in preventing crimes but also in the solution of more crimes that had been committed. A rough assessment of crime rates reveals that there has been a cut of 60% since January this year.

WATERWORKS SYSTEM. Another basic need that has been crying out loud for solution the last two decades is for a modern and efficient waterworks system. To this end, a waterworks survey to be undertaken by a highly-rated international company, recommended by the Philippine Economic Staff and the United States Agency for International Development, has been solicited, with the two mentioned agencies shouldering two-thirds of the costs. In the meantime, an interim waterworks is being considered to supplement the present water supply until after the final project has been finally completed.

PUBLIC WORKS AND RURAL DEVELOPMENT, in line with the national government's efforts, a projected plan of constructing more, wider and cemented roads, bridges and lighted streets is in the process. Incentives for increasing production by agricultural sectors shall be created.

The acquisition of equipment worth P25 (M) from the

Surplus Equipment Program, USAID, will boost developmental programs for rural areas. Costing the city coffers only P400,000.00 to defray transportation packing, and crating expenses, the said equipment will be a potent instrument in opening wide venues for development.

EDUCATION. Educated people makes a strong, dynamic community. Efforts and financial support shall be apportioned by the present administration along this line. School buildings, commensurate salaries for teachers, teaching facilities, and equipment are items that shall be given priority and due implementations.

Representations have been made with the University of the Philippines for the establishment of a complete university branch here in Davao. Included in this proposal is a technical high school that shall afford full opportunity to young members of our society in developing skills who, in the near future, will supply the great demand for technical manpower.

Project Hope, initiated by the past administration, shall be continued to benefit pre-school children of the barrios. A joint community - government project this will enable parents to pursue their work in the fields.

SYSTEMATIZED TAX COLLECTIONS. An administration's performance depends on its financial capacity and sources of income.

Computerization to effect a systematized tax collection is deemed the answer, thus an on-going feasibility study. Additionally, a newly-formulated tax revision committee shall explore possible untapped sources of income. The present income of P16 M is calculated to increase by at least P4M.

SPECIAL ASSISTANT TO THE MAYOR (City Manager) New Trend in local Government Administration.

The City Mayor, supported by the City Council, has implemented the concept of City Managership, in spite of a multi-faceted reaction from the populace.

Davao City, first to adopt this particular set-up in local administration, has, in Atty. Reginaldo F. Arceo a Professional Public Administration -- a veritable technocrat.

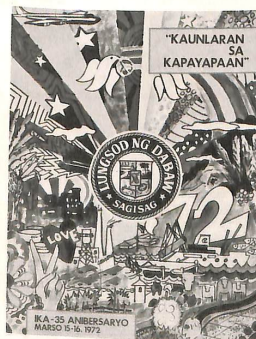
The rationale in the creation of the position of special assistant to the Mayor (City Manager) is to segregate administrative planning and management activities from political ones. Effective planning and management are the answers to the geometric increase in governmental requirements manned by competent technocrats, the key to efficient performance.

The Time for change and reforms has come. Reform may be introduced but only with the meaningful participation and involvement of the citizenry could we make alive a catalyst to progress.

ACKNOWLEDGEMENT

The Executive Committee of the Araw Ng Dabaw Celebration acknowledges with deep gratitude the help and cooperation of the various civic, cultural and religious organizations, heads of youth groups, friends and supporters who, in one way or another, made this Souvenir Program possible.

COMMITTEE ON SOUVENIR PROGRAM AND PUBLICITY



OUR COVER, interpretative and symbolic of the melting pot that is Davao City, of its growth and progress was done in water color and ink by ANTONIO GRANADA ADAL, a former Graphic Arts scholar (UST) and now insurance underwriter.