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The Philippines Herald

March 15, 1970



33rd  
ANNIVERSARY



CITY MAYOR ELIAS B. LOPEZ

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## *OUR GREETINGS TO THE PEOPLE OF THE CITY OF DAVAO ON THE OCCASSION OF ITS 33rd ANNIVERSARY*

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Public Works District Engineer Humberto de los Santos  
Division Superintendent of Schools Hermogenes Hipolito

# Davao City Marks Charter Anniversary

Davao City caps the last two days of its "Araw ng Dabaw" festival, with games and ceremonies.

The celebration, which began March 10, ends on Monday.

Sponsored jointly by the city government, and the Davao Jaycees—which coordinates participation of the private sector—the week-long festivities commemorate the 33rd year of existence of this progressive southern metropolis as a chartered city.

This year's "Araw" theme is "Araw ng Dabaw," the same as in the two previous celebrations.

## Activities

Anniversary activities are geared along the city's progress in agriculture and other industries, as well as in culture, sports, beautification and other aspects of the city's rise as the trade and cultural center of Mindanao.

Chosen to symbolize the unity of the people of Davao is the "Mutya ng Dabaw," who will reign over the festival.

March 16 was proclaimed as Davao City's foundation day in Executive Order No. 1 by Mayor Elias B. Lopez three years ago, barely three months

after he assumed office, in order to inculcate among the residents "a sense of pride and belonging to this city which they have chosen as the seat of their affections and aspirations."

## Holiday

President Marcos has since set the day aside as a special public holiday for Davao City.

A golf tournament for ladies, and soapbox and bicycle races have been scheduled for Sunday morning.

A public band concert will be held at 5 p.m. by the Daopeel band at the Rizal Park.

This will be followed by the proclamation and coronation of the "Mutya ng Dabaw" and her princesses at the auditorium of Palaruang Lungod Dabaw.

Davao's "Mutya" will be crowned by Miss Rachel Arcones, 1969 Miss ng Dabaw, assisted by Mayor Lopez.

## Araw

A diana at 4 p.m. will usher in "Araw" activities on Monday.

After thanksgiving services in all city churches, city officials will raise the flag at Rizal Park.

At 8 a.m. Mayor Lopez will plant the anniversary commemorative tree, also at the park, while

sirens blow and bells ring for one minute.

A civic military parade will be held at 1 p.m., followed by the launching of the "Araw ng Dabaw" balloon. A literary-musical program at Rizal Park will cap the afternoon activities.

The first day of the festival—"Araw ng Kalinagan"—began with a public hike around the city led personally by Mayor Lopez at 4:30 a.m.

## Hike

Participants in the physical fitness hike were national and city officials, employees, teachers, students, officials and members of civic and religious organizations and the general public.

The route led from Rizal Park to Quezon Boulevard, Magsaysay Park, Magsaysay Avenue, Recto Avenue, Palma Gil Street, Palaruang Lungod Dabaw, Legaspi Street, General Luna Street, Quirino Avenue, Bangkerohan Market, Magallanes Street on to Legaspi Street, San Pedro Street and back to City Hall.

Painting, photo and essay-writing contests were held later in the morning, as well as basketball, softball, volleyball, swimming, tennis and boxing games.

## Art Show

At 10 a.m., the Davao Agro-Industrial Fair was formally opened, and at 6 p.m., a one-man art show of modern paintings by Butch Soriano, art director of the Ateneo de Davao, was inaugurated at the USIS Library.

March 11 was "Araw ng Kalinisan," launched with an "Operation Linis" by the city executive.

A walkathon, a band concert, an ikabana film

showing and an amateur singing contest were featured during the day.

"An Evening of Plays" at the city park starting at 7 p.m., highlighted "Araw ng Kalinagan" on Thursday, the third day. Two one-act plays were presented by the Davao City High School and

the Davao Historical Society. The plays were preceded by a concert by the University of Mindanao band at the park.

On Friday, "Araw ng Kabataan," saw the oath-taking and installation of youth city officials at City Hall by Mayor Lopez.

## Mayor Elias Lopez

# 'Architect' Of Davao City

By L. M. DELA SENA  
thority.

Meet Elias B. Lopez, the architect of a city.

Mayor of Davao, the "world's largest city area-wise" Lopez's single obsession is to "place all things in order now that I have the opportunity to render public service to the people."

After one year and a half, he is well on the way to achieving his goal. What has Mayor Lopez accomplished?

## Projects

He has not only involved the citizenry of Davao in the city's beautification projects; he has actually made them participate in the administration of local government.

He has "given comfort" to the public by removing sidewalk vendors, widening all metropolitan streets and by implementing orderly vehicular traffic.

He was able to acquire for the city the Davao Metropolitan Waterworks System which had been under the administration of the National Waterworks and Sewerage Au-

## Expansion

(This feat encouraged him further to secure a P85 million guaranty from the Development Bank of the Philippines for the expansion and completion of the city waterwork system.)

He set up school buildings in all the city's barrios, built roads in the rural areas and asphalted and cemented all city streets.

He has relocated a big number of squatters from public and private lands.

All these things he was able to do only 18 months.

## Objectives

But Lopez's task is far from finished.

The mayor's objectives extend beyond physical improvement of the city; it is after the city's social and economic redevelopment.

"I want to see a Davao I can be very proud of," Lopez said.

A natural leader, Mayor (Continued on Page 4)

## Message

A city without an identity is like a man without a soul. That is why we endeavor to make this our beloved city not only the center of our material aspirations but also the seat of our affections.

But we cannot achieve this goal unless we join hands and work together.

The celebration of the 33rd anniversary of the City of Davao, more than anything else, can demonstrate this unity that we desire and the cooperation that we seek.

But a community cannot aspire for greater progress unless and until its people and its leaders grasp the factors for development and harness the human and material resources for the common good.

Let this day therefore remind all of us that we can transform our dreams into reality and our hopes to fulfillment only if we work together as one people, using our own ingenuity, our own strength and our own will to achieve the goals we have set.

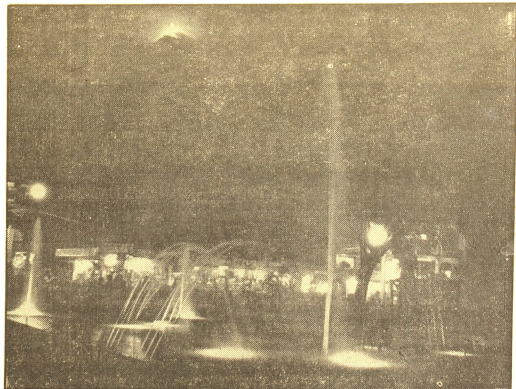
This can only be possible if our citizenry shall truly involve themselves in our collective efforts and total commitment to the tasks of community and nation-building.

On this auspicious occasion, let me reiterate my faith and confidence in the capacity of our people to rise equal to the challenge facing us today as we strive to attain progress and prosperity for all.

(Sgd.) ELIAS B. LOPEZ

Mayor

Davao City



The dancing fountains in front of the Davao City Hall.

# Significance Of 'Araw Ng Dabaw'

## ...Makes a Person Feel Proud Of Being a 'Dabawenyo'

By GIL M. ABARICO  
City Press Secretary

A city that has survived through the centuries does not have to struggle for an identity.

Its own history breathes with myth and legend; its moss-covered churches and ancient battlements are mute but eloquent witnesses to the grandeur of its past and also, perhaps, to the chaos of its present.

But for a city still in its formative years like the city of Davao it is not easy at once to attain the legendary status of Cebu, Manila or Zamboanga whose history is replete with romance and legends about heroes, kings and rajahs, conquistadores and

warrior-missionaries.

### Beginnings

The beginnings of a city, which has barely reached its 33rd year of existence, is almost within the living memory of its pioneer inhabitants although it is already a misty past to the vast number of recent settlers who have transformed this veritable wilderness into a metropolis of the south.

Against the backdrop of colonial population influx and the diversity of the origins of its residents, it is perhaps quite understandable why Davao City should strive harder to attain unity and cohesion and thereby establish

down through the years, an identity distinctly its own.

### Identification

This drive toward cultural identification started quite late.

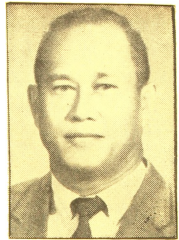
It began when the incumbent mayor, youthful Elias B. Lopez, won the city mayorship more than two years ago. Then the idea was conceived for the annual celebration of "Araw Ng Dabaw".

The first celebration was the 31st anniversary of the foundation of Davao City.

Henceforth, every March 16th of each year is celebrated with appropriate week-long festivities, cul-



Governor LOPEZ  
Davao Oriental



Governor DE LOS CIENTOS  
Davao del Sur

minating on the last day which is proclaimed a special public holiday for the people of Davao City.

March 16, marks the 33rd foundation anniversary of this city—the melting pot of the south and the "world's largest city" area-wise.

### Austerity

This year's celebration will be austere, considering the President's pronouncement against expensive festivities, but nevertheless it may attain greater significance and more variety as indicated by the number of events and various aspects revolving around the theme "Tayo'y Dabawenyo".

And this year, the Davao Jaycees are the active co-sponsors of the celebration.

It will be an occasion for assessing and demonstrating Davao City's capacity for growth and progress along economic, industrial, social and cultural endeavors encompassed within its 33 years of existence and within its 244,007 hectares of fertile soil and virgin forests.

### Progress

But then one cannot talk of a city and its progress simply by citing figures and statistics.



Governor BOISER  
Davao del Norte

One has to feel the throb of the community, the heartbeat of its people, and see, with the vision of its pioneers, the future rising from this conglomeration of the modern Filipino—working together to achieve a common destiny.

If celebration of "Araw Ng Dabaw" once a year makes a person feel proud of being a Dabawenyo—and a Filipino—then everything is worth the effort.

For it is here, more than anywhere else in this country, where dreams are transformed into reality.

## Davao City Officials

Elias B. Lopez, City Mayor  
Manuel C. Sotto, Vice-Mayor

### City Councilors:

Cipriano Villafuerte, Jr., President Protempore  
Filicildad Santos, Majority Floor Leader  
Manue Garcia, Minority Floor Leader  
Tomas Monteverde, Jr.  
Benigno S. Bangey  
Antonio S. Castillo  
Domingo E. Vidanes  
Bonifacio Tamayo  
Pantaleon Pelayo, Jr.  
Victorio Advincula  
Napoleon Nida  
Apolinario Cabigon  
Gaudioso Tingco  
Ramon Morada

## Other City Officials

Dr Julian Rodriguez Jr., City Secretary; Atty. Gonzalo Latorilla, City Council Secretary; Maximino Asistoso, City Treasurer; Samuel Dumala, City Engineer; Vicente Alabay, Public Services Officer; Raul B. Fichon, City Fiscal; Felix N. Pepito, City Auditor; Col. Lucio Dumapias, Chief of Police; Nicolas Catul, City Assessor; Pedro Sanvicente, Supt. of City Schools; Dr. Jose S. Quimpo, City Health Officer; Francisco Arlano, Supt., LSAT; Fabio Pinato, City Agriculturist; Dr. Armando Barbadillo, City Veterinarian; Salvador Francisco, City Electrician; Mrs. Emerita Rodriguez, City Librarian; Enrique B. Itling, City Judge; Gumerando Arella, City Judge, Vicente Dalang, City Judge; Bienvenido Amora, City Legal Officer; Rosendo Dacanay, Chief, Fire Department; Mrs. Merie M. Pacetes, City SWD in-charge; Conrado B. Gempesaw, Private Secretary; Atty. Antonio Fichon, Executive Assistant; Angelo M. Abarico, City Press Secretary.

## Mayor Elias Lopez

(Continued from Page 3)

Lopez was born 40 years ago to a Bagobo couple—Diansig Lopez and Laya-gan Baguio—in what is now Barrio Baguio, Cayan, about 30 kilometers away from the city.

As a boy he was a loner. And like any other Bagobo, he was reared to be a tiller of land.

Could his parents possibly have imagined that their son was destined to be the leader of half a million Davaoenos living in over 200,000 hectares of urban environment?

Lopez was only 11 when he finished his elementary schooling. At the age of 18, he was already graduated from the Davao City high school.

He worked his way through the University of the Philippines and graduated with a law degree, and in 1956 he passed the

bar examinations.

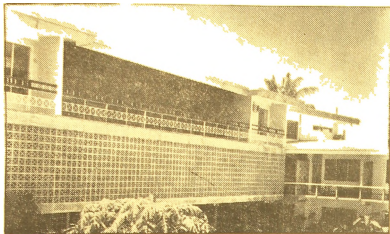
Immediately after taking the bar examinations, he came back to Davao and was elected city councillor with the highest number of votes. He ran for reelection in 1960 and was again topnotcher.

He was elected vice mayor in 1964, against two official party candidates.

Two years later, he became the first Filipino to be awarded by the United Nations' Colombo Plan grant on Local Government Administration and Community Development. He attended the Group Training Course in Tokyo, participated in by 16 Asian and South American countries.

In 1967, he aspired for and won the city mayorship against a three-term incumbent.

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**GREETINGS**

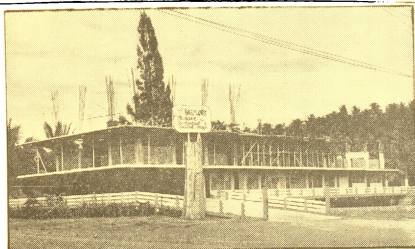
TO THE PEOPLE OF **DAVAO CITY**  
 ON ITS 33rd ANNIVERSARY,  
 MARCH 16, 1970

THE PHILIPPINE NATIONAL BANK IS CONTRI-  
 BUTING TO THE RAPID ECONOMIC PROGRESS  
 OF DAVAO CITY.

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DAVAO CITY



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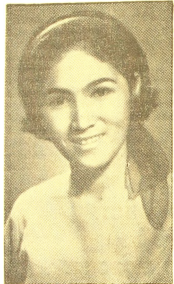
LEONORE LIMOS



CARLOTA LAZARRAGA



TERESITA ARANAS



FLORISSE NERI



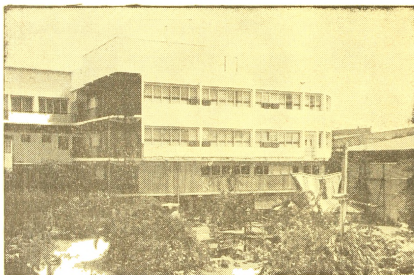
ELSA ROLDAN

### 'Mutya' Tilt Finalists

Finalists in the "Mutya ng Dabaw" contest (top panel, from left) are Leonore Limos, Carlota Lazarraga and Teresita Aranas. In lower panel (from left) are Florisse Neri and Elsa Roldan. The "Gabi ng mga Mutya" proclamation and coronation of the "Mutya ng Dabaw" and her princesses will be held at the auditorium, Palurang Lungsod ng Dabaw, at 8 tonight.

## PROGRAM

- Sunday, March 15 — "Araw ng Mga Mutya"  
 6 a.m.—Church services.  
 6:30 a.m.—Ladies' Golf tournament, Davao City Golf Club.  
 7 a.m.—Radio program. Speaker: Felicidad C. Santos, City Councilor.  
 8 a.m.—Soap Box Derby, J. P. Laurel avenue.  
 8:30 a.m.—Bicycle race (second lap)  
 5 p.m.—Band concert by the Dapecol Band at Rizal Park.  
 8 p.m.—"Gabi ng Mga Mutya," proclamation and coronation of the "Mutya ng Dabaw" and her princesses at the auditorium, Palurang Lungsod Dabaw.
- Monday, March 16 — "Araw ng Dabaw"  
 4 a.m.—Diana around the city.  
 6 a.m.—Church services of thanksgiving in all city churches.  
 7 a.m.—Radio program. Speaker: Atty. Pedro Quitain, Davao Rotary Club.  
 7:30 a.m.—Flag ceremony at Rizal Park. Speaker: Atty. Fundador E. Villafuerte, former City Mayor of Davao.  
 8 a.m.—Planting of the 33rd anniversary commemorative tree by Mayor Elias B. Lopez.  
 8 a.m.—One-minute blowing of sirens and ringing of bells.  
 8:30 a.m.—Bicycle race (third and final lap)  
 9 a.m.—Magsaysay Park development project rites to be led by Mayor Elias E. Lopez and officers of Davao Beautiful, followed by ceremonial tree-planting by heads of participating civic organizations.  
 9 a.m.—Championship games at the "Palurang Lungsod ng Dabaw."  
 1 p.m.—Civic-Military Parade, assembly point at Magsaysay Park and ending at Rizal Park.  
 3:30 p.m.—Launching of the "Araw ng Dabaw" balloon.  
 3:40 p.m.—Literary-musical program at Rizal Park.  
 6 p.m.—Fireworks at Rizal Park.



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AND PEOPLE OF

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CHAMBER OF COMMERCE**

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DAVAO CITY

# GREETINGS

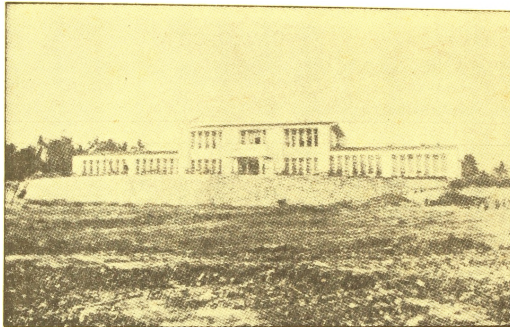
TO THE PEOPLE OF

**DAVAO CITY**

FROM

THE PEOPLE OF

**DAVAO ORIENTAL**



Provincial Capital Davao Oriental

<b>LEOPOLDO N. LOPEZ</b> .....	<b>Governor</b>
<b>TEODORO PALMA GIL</b> .....	<b>Vice Governor</b>
<b>OSWALDO P. BAROL</b> .....	<b>Board Member</b>
<b>MODESTO AVELLANOSA</b> .....	<b>Board Member</b>
<b>SANTIAGO SILVERIO</b> .....	<b>Board Member</b>
<b>ALBERTO V. RAVELO</b> .....	<b>Provincial Secretary</b>
<b>RAMON A. NIERRAS</b> .....	<b>Provincial Treasurer</b>
<b>MANUEL N. BASILIO</b> .....	<b>Provincial Auditor</b>
<b>CLAUDIO C. MONTAÑEZ</b> .....	<b>Provincial Assessor</b>
<b>CAYETANO M. CRUZ</b> .....	<b>Provincial Engineer</b>
<b>MAXIMINO C. REANO</b> .....	<b>Provincial Agriculturist</b>
<b>PEDRO M. COLASITO</b> .....	<b>Provincial Warden</b>
<b>PEDRO SERRA</b> .....	<b>Provincial Health Officer</b>