

The Galleon Trade

A general uproar in Philippine business and industry followed the Central Bank's announcement in February that henceforth, the peso would seek its own level, vis-a-vis the US dollar. The rate was to be determined on a day-to-day basis according to supply and demand.

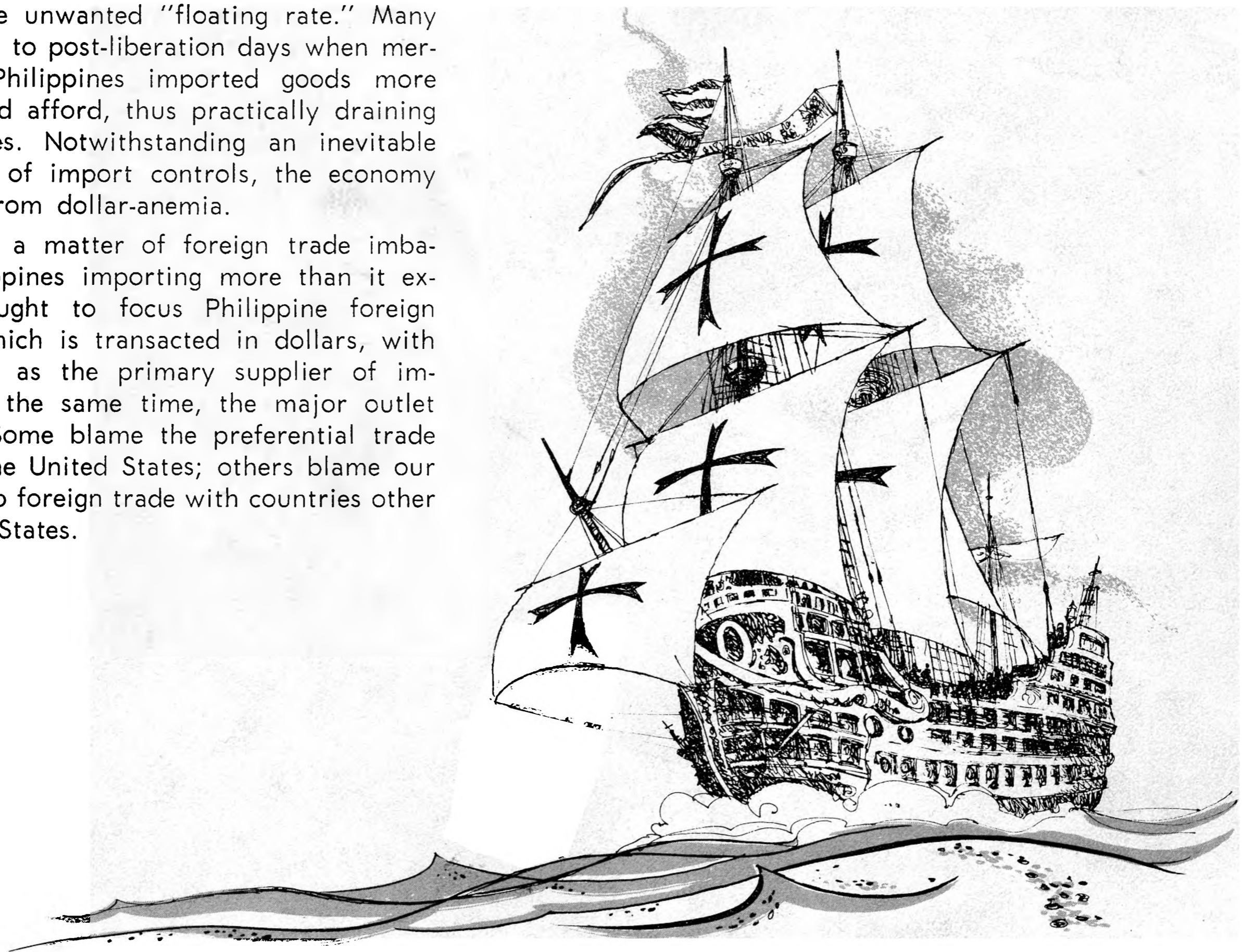
Immediately, the dollar-peso rate shot up from ₱3.90 to over ₱6.00 to the dollar. No sooner did this happen, than industrialists and businessmen were up in arms, for many of them carried long-term loans from foreign suppliers. Amortization scheduled at ₱3.90 per dollar was now to be paid at at least ₱2.00 more. Those who had obligations of say, \$1-million, had to pay over ₱2-million more!

Economists and pseudo-economists had a field day criticizing the state of Philippine economy that brought about the unwanted "floating rate." Many traced the ailment to post-liberation days when merchandise-hungry Philippines imported goods more than what it could afford, thus practically draining its dollar reserves. Notwithstanding an inevitable stop-gap measure of import controls, the economy never recovered from dollar-anemia.

It was simply a matter of foreign trade imbalance — the Philippines importing more than it exported. This brought to focus Philippine foreign trade, most of which is transacted in dollars, with the United States as the primary supplier of imported goods; at the same time, the major outlet of our imports. Some blame the preferential trade agreement with the United States; others blame our inability to develop foreign trade with countries other than the United States.

No amount of criticism, however, can change the situation. There is no choice but to continue trade relations, particularly with the West, inasmuch as we are dependent on them for the supply of goods, equipment, and machinery we urgently need for national development. Of no less importance is our dependence on them to buy our products, mostly mineral and agricultural.

Interestingly, our foreign trade activity dates as far back as the pre-Spanish colonization period when the Chinese, Japanese, and other nearby Asian countries were already engaged in trading with us — if in an informal, primitive way.



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Trading was simple — bartering and credit by honor system were used. There was no foreign exchange or banking system to worry about, not even any standard monetary unit. Yet, commerce was active between native and foreign traders, extending from Cebu to Luzon.

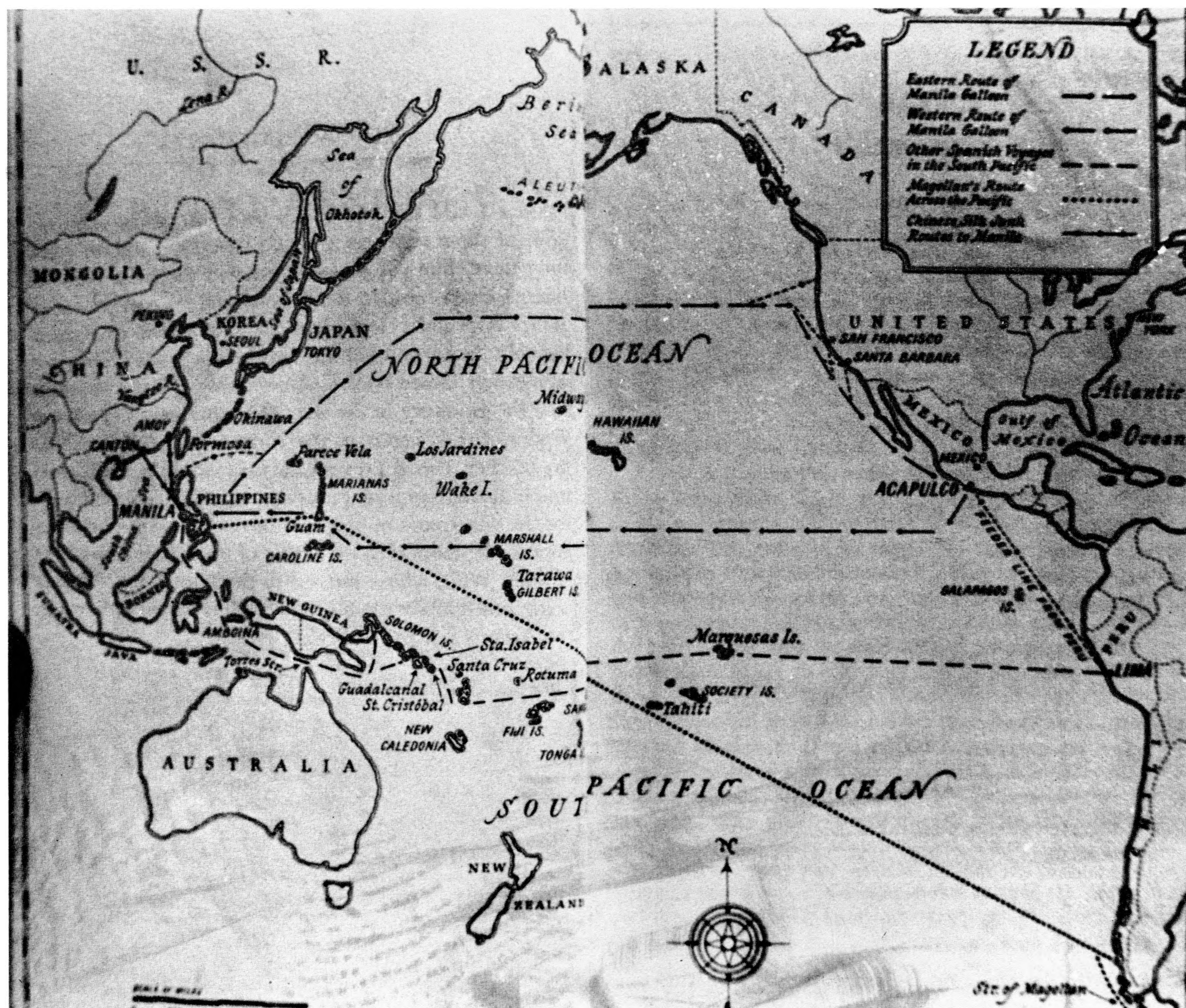
The Chinese brought into the country porcelain, tapestry, and jars; the Japanese brought tempered pots and pans; the Siamese, gold ornaments. In exchange, local traders had silk, pearls, mats, jute, sinamay cloth, and coconuts.

The Peso

When Spain established control of the islands in the first quarter of the 16th Century, commerce became regulated, and standards were adopted. A monetary unit was introduced, later to be recognized as the **Peso**, to serve as medium of exchange for commerce, trade, and more importantly, for tax purposes.

No doubt, Spain's dream of gaining access to the Orient unfolded into reality and the Philippines

THE GALLEON ROUTE



became the starting point to an empire build-up in the east. By political expedience, Spain continued to dominate the islands. As a consequence, the number of Spanish immigrants swelled year after year reaching to a point where they became a problem to the local government.

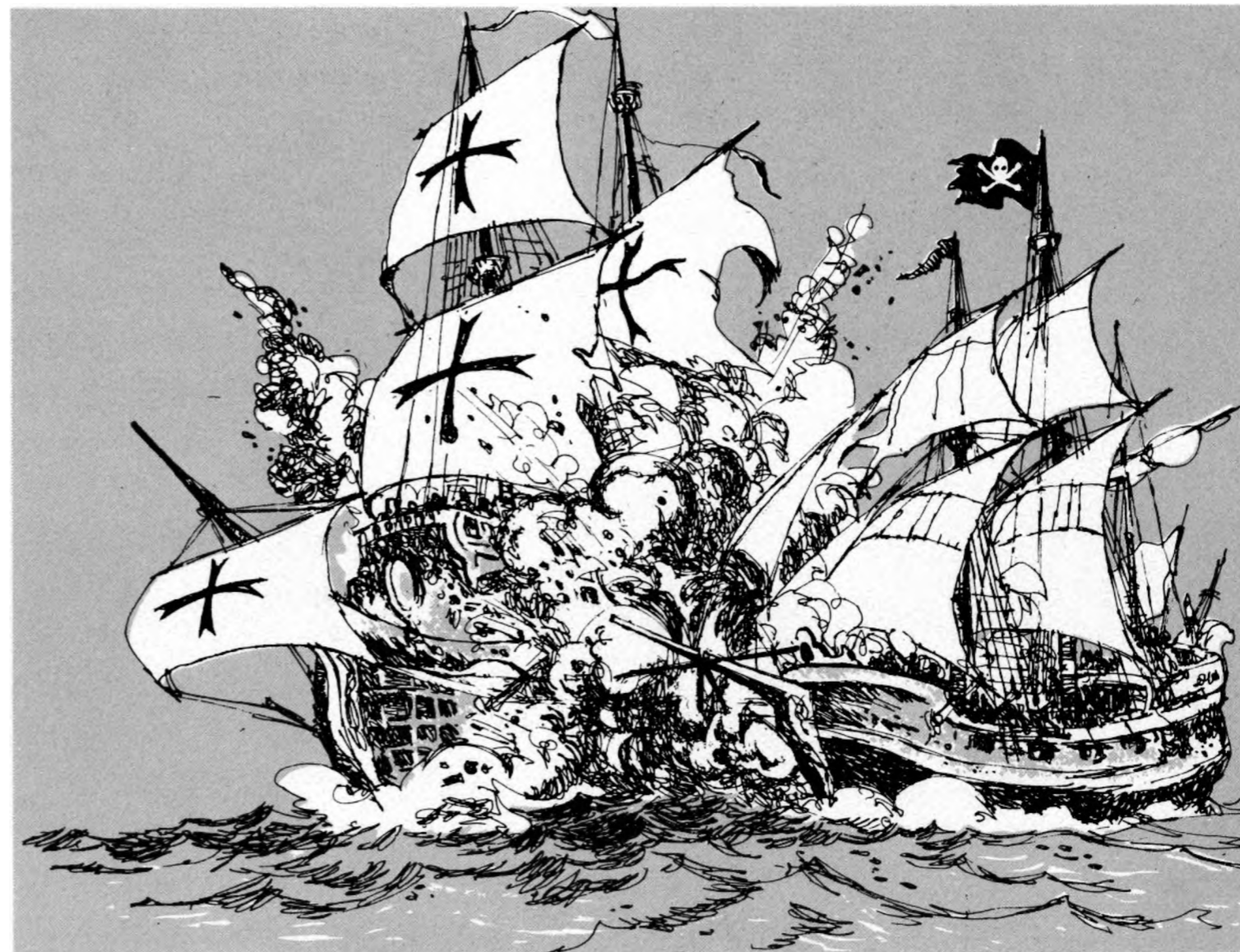
Supporting the local government, especially the residents, became a financial burden to the near-bankrupt economy of mother Spain. Mexico, at that time a Spanish dominion, was therefore required to send part of its tribute to the Spanish government in the Philippine islands.

The Galleons

To augment the support from Mexico, the authorities in Manila developed a system of trade, whereby goods from the Philippines and the neighboring countries were shipped to Mexico on ocean going vessels — **the galleons**. The goods were either sold for gold, or exchanged with merchandise to be sold in the islands and other Asian countries. Thus, the Galleon Trade developed, and with it initiated the Philippines' bid for foreign trade with the West.

The Philippines' proximity to the neighboring Asian countries encouraged the government authorities to develop Manila as a center port and intensify shipments to Acapulco.

For two and a half centuries, the galleons came and went, pursuing a long and lonely voyage between two distant ports. The continuity of the line was to be interrupted only from time to time by shipwreck, typhoon, or piracy. The galleons were the



richest ships in all the oceans, and were the most sought after prize by pirates.

English pirates captured four — the **Santa Ana** in 1847, the **Encarnacion** in 1709, the **Covadonga** in 1743, and the **Santisima Trinidad**, the largest ship of the time, in 1762. The Dutch too, took an unrecorded number of galleons.

Galleon Trade Operations

The Galleon Trade was intended primarily to earn proceeds for the benefit of the Spanish government in the islands, its officials, the clergy and other Spanish citizens.

A certain amount of loading space is allotted to a citizen depending on the capacity of the ship

The Galleon Trade

available for the voyage that year. The volume of space available for cargo in the galleon was divided into equal parts by a committee, or **junta**, appointed for that purpose. Each equal part is called **pieza**, and for each **pieza** a **boleto** (ticket) or certificate of ownership is issued. Thus each person's proportion of loading space was expressed in terms of boletas.

As to the eligibility requirements for **boleto** recipients, a law in 1593 decreed that the loading space should be divided among all Spanish citizens in the islands—proportionate to their wealth—in order that everyone might share in the advantage and profit of the traffic. Every **boletero** was, in a sense, a galleon trader with license to ship.

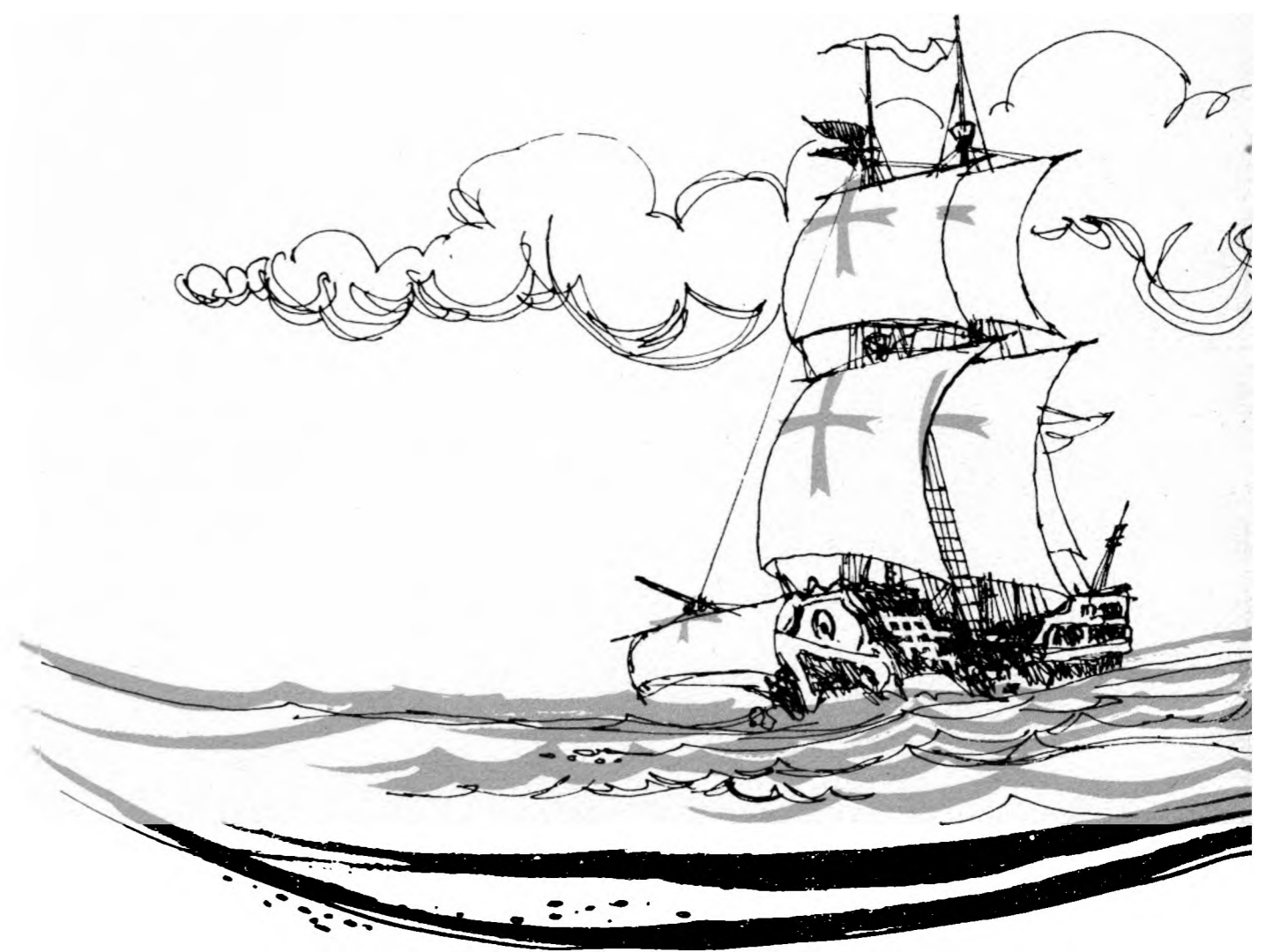
As always, where money is involved, corruption creeps in—and the galleon trade was not spared. To put it mildly, it became a nest of fraud and corruption.

Francisco Leandro de Vianna, a critic of government operations at that time, observed that “brazen corruption attended the junta” and he denounced the whole business of boleto-distribution as the root of rampant graft which the authorities seemed to ignore, if not altogether tolerated.

Favoritism and self-interest made mockery of laws that regulated the trade. An association of Spanish merchants, many of whom belonged to the governor's circle of friends and family, created a **consulado** (monopoly) which ushered a radical change in the galleon trade operations by fully controlling the galleon's activities, giving the islands its first taste of an anomalous syndicate.

The early decades of the Galleon Trade saw a number of Spanish residents in Manila actively trading with Mexico on their own account. It was not very long before the **monopoly** edged them out by cornering all loading space. In some instances, some shippers needed more loading space, forcing them to buy from the monopoly at excessive rates. On the other hand, some **boleteros** who did not have enough shipments, had to sell out to the monopoly at ridiculously low prices.

The price of the boletas depended on certain factors: the results of transactions with the Chinese, the prospects for a profitable sale in Mexico, the quantity of ready money in the islands, and the total loading space available in the year's galleon



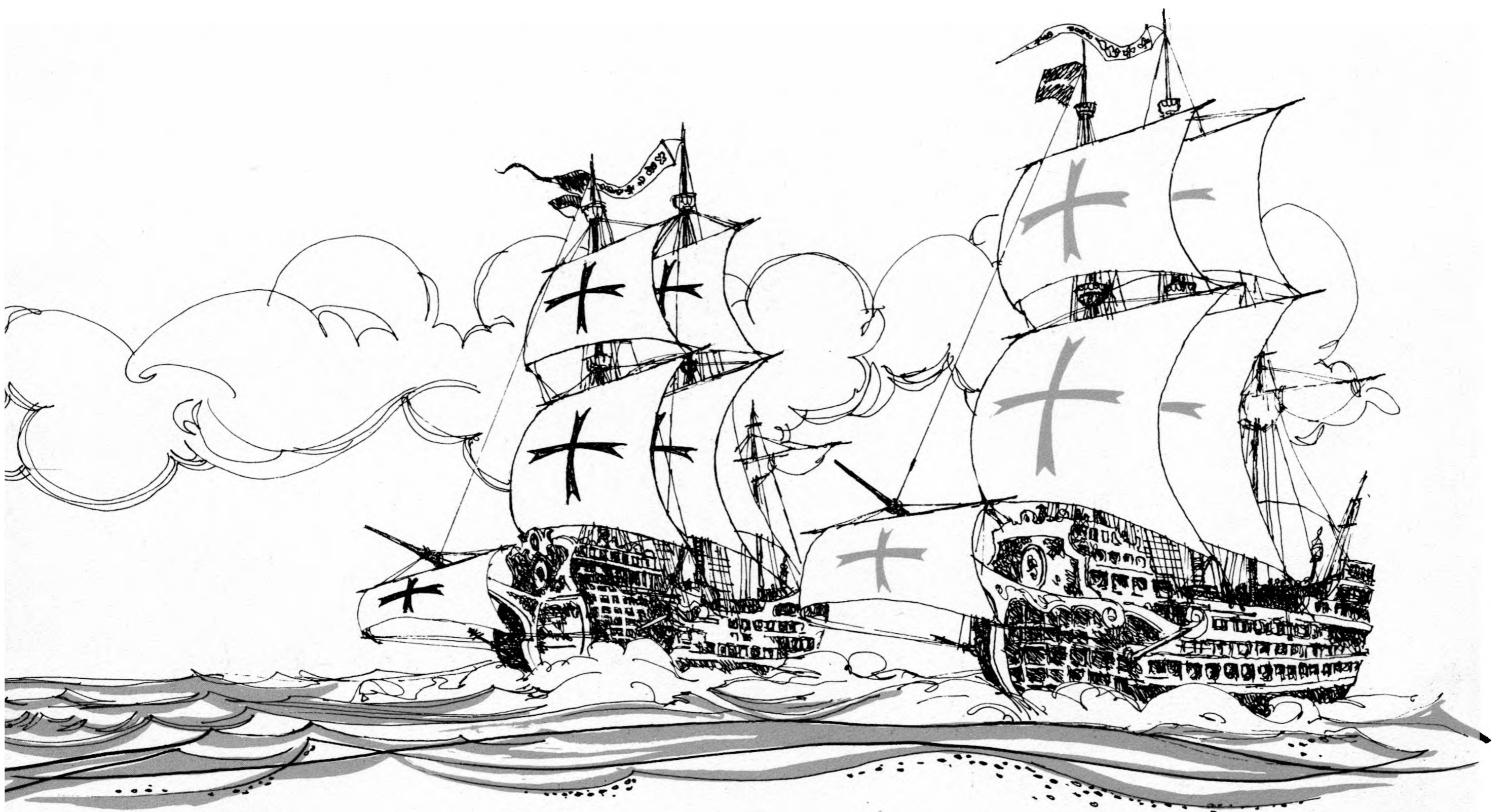
as well as a number of **boletas** for sale. Usually, each **boleto** cost from ₱125 to ₱200.

Among those who profited excessively from the system were the administrators of the **obras pias**. The **obras pias** was a charitable institution run by the religious orders that superintend religious and charitable work. But instead of charitable work, the funds were loaned out to aspiring galleon traders at high interest.

Historians point out that a large percentage of Spanish immigrants to the Philippines were poor and idle in their own country. Upon reaching the Philippines, they suddenly turned rich and prosperous — thanks to the Galleon Trade.

But then, the system deteriorated; it was shot with anomalies which led to its end. The last of the galleons sailed into port in 1815. Manila was opened to foreign trade under the Royal Decree of September 6, 1834, finally bringing to a close over two and a half centuries of the Galleon Trade. Soon, the ports of Cebu, Iloilo, Pangasinan and Zamboanga were also opened to foreign trade.

Whether the Philippines profited or not in the galleon trade traffic, it is more important that this trade formally opened the ports of the country to the West — for other European countries and America — to more formal trade relations, the economic legacy succeeding generations, including ours, experience today. ●





YOUTH IN SILENT ACTION

Junior Achievement of the Philippines

NINETEEN Seventy ushered in a series of national problems even before the people could recover from the various national crises which marked the preceding year.

Among the problems carried over in 1970 is student unrest. Late in 1969, student unrest confined itself to school campuses. The protests hit at

excessive fees and "unreasonable" school administration. But, from purely academic problems, students soon plunged into socio-political issues. First expressing themselves through passive rallies, these assemblies soon developed into massive demonstrations which occasionally ended up in riots and "street anarchy."

Overnight a new identity emerged: **Student Power**.

Student Power is a concerted effort by student activists — young and righteous people ever vigilant of their right to demand justice and democracy, expressed in rallies and demonstrations.

Student activism began to gell towards the end of 1969. At about the same time, another form of student activism took shape. Non-political and non-vocal — shying away from demonstrations of protests — this other student activism engaged in a demonstration of cooperation, industry, perseverance and self-confidence.

Instead of **provocateurs**, they had among their ranks **counsellors** drawn from top management of successful enterprises.

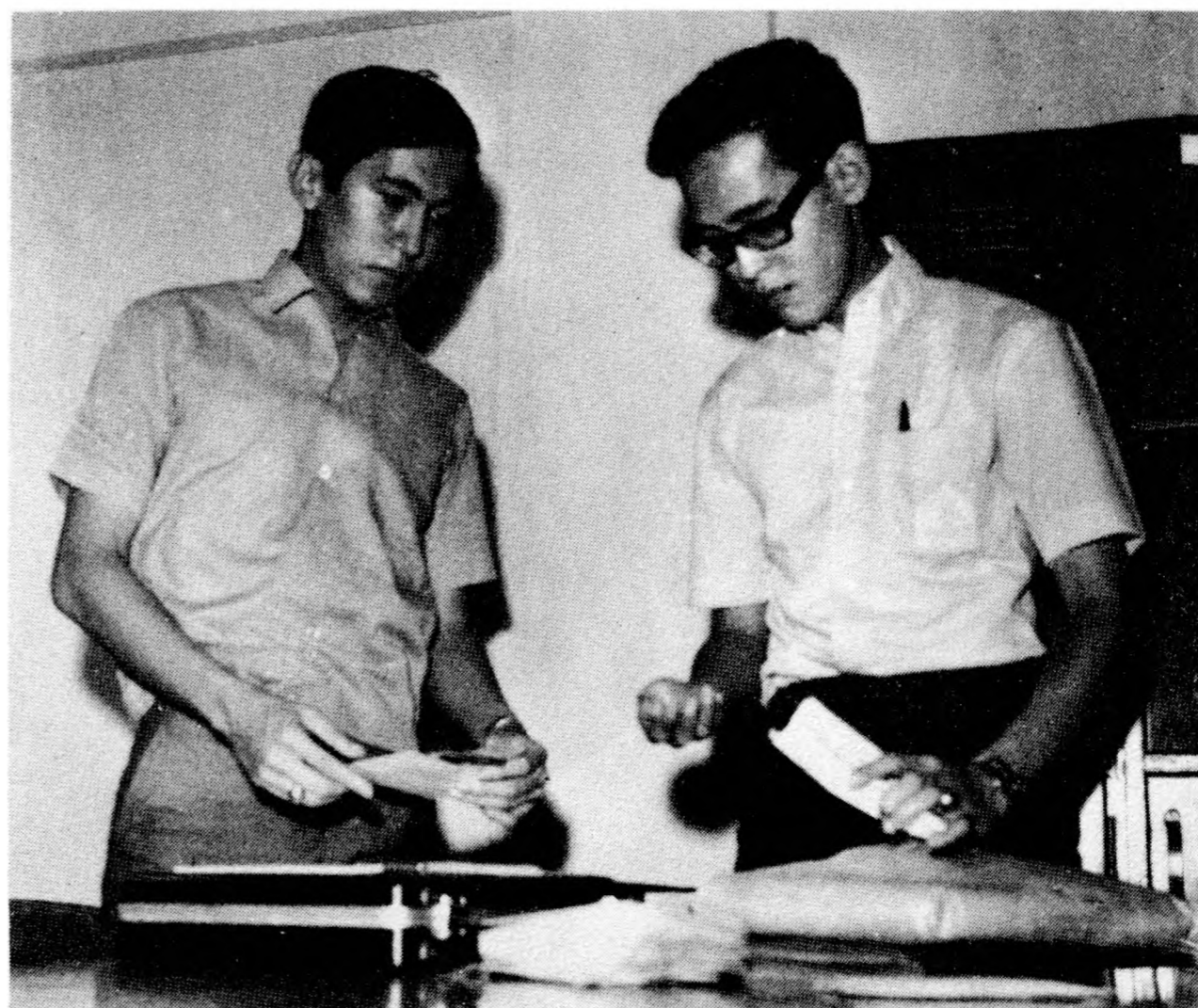
Expectedly, their activities did not command nationwide attention for they lacked emotional appeal. None of them made the front pages of daily newspapers. While their counterparts — the political students activists — were hugging the headlines, all they could show were modest **profits**: monetary and experience.

The “other” student activists are members of the Junior Achievement of the Philippines. No one older than 21 years old, they come from different schools, colleges, and universities. Like their counterparts, they pursue different fields of studies — business, law, engineering, and liberal arts.

What It's All About

Junior Achievement is a community effort aimed at building a corps of entrepreneurs, employers, employees, and in general, citizens who understand the full meaning of private incentive and ownership. Students organize themselves to form miniature enterprises which they operate under the guidance of adult executives. Thus, they gain first-hand experience as workers, managers and investors.

As a first step, the students establish a typical “corporation” whose capital is pooled from shares which they save from their pocket money, or sell to friends who have confidence in their ability and honesty.



Youth Achievers take their jobs seriously. Above, they are exposed to product planning. Below, Atmar executives go over product sales.

Junior Achievement of the Philippines

Once the "mini"-corporation is formed, they elect among themselves a Board of Directors and a set of officers. Almost always, the business student becomes Company president, and the engineering student vice-president for production. But, regardless of their managerial positions, **all** put in an equal share of productive work — and get paid accordingly.

One such JA company is Atmar Enterprises — a group of students from Ateneo and Maryknoll (hence the name). Atmar Enterprises is under the counsel of Getty Oil executives.

"Upon advice from our counsellors, we decided to produce satchel bags," explained Jun Ilagan, an Ateneo business student and Atmar president. "Immediately, we were exposed to the different phases of a real industrial enterprise. We learned how to maximize each other's talents. For instance, we have in our group, one who knows his way around Manila and has good bargaining talent — so he is in charge of purchasing.

"Another was very good in design — he could cut out the raw materials with practically no wastage; he is in charge of production.

"Of course the girls take charge of sewing up the bags," Ilagan points out.

Atmar's carry-all bags are attractive — especially with the name of one's school proudly printed on it, complemented by the school's insignia. Aside from being roomy, the satchels are designed to go anywhere, bring anything anywhere, and reasonably resistant to dirt and smudge. Ingenuity best describes use of leatherette for the bottoms and duck canvas for the body. Sturdy strings top the bags to secure whatever personal effects are placed inside.

Although the students meet only two nights a week, Atmar has already produced 603 satchel bags, 540 of which have already been sold. Since they



An Achiever as a manufacturing worker.

started operations a couple of months back at a capital of ₱485, Atmar already reflects a net profit of ₱1,301.38 — after "operating expenses" and "taxes."

But it was not that easy. Ilagan recalls that at some point the group almost broke up because of a growing animosity. With the help of their Getty counsellors, the problem was isolated. It appeared that in his effort to make a faster turnover, Jun was driving the group too hard, reaching a point where morale was dangerously low. Everybody, particularly Atmar's president, learned their first lesson on the value of human relations and the maintenance of proper attitude for efficiency.

Support

To insure a constant flow of young people getting the feel of private enterprise — an understanding that is essential to them if they are to "take over" business and industry as employees, managers, and stockholders — a Center is being maintained at Malugay Street in Makati, Rizal where the students operate their business.



Achievers found satchel bag-making is an easy but challenging process.



The Junior Achievement of the Philippines, Inc. counts with the support of business and industry, among which is Getty Oil (Philippines) Inc. Getty is a founding member as well as counselling firm.

Executive Vice President George B. Campbell sits in the Board of Trustees. He also serves as First Vice President for JA.

In addition, Getty executives, C. E. Tuason, I. Sanchez, Jr., and A. V. Amagna, take time out to serve as counsellors, providing youngsters the benefits of their experience in production, administration, and marketing.

What does the Junior Achievement seek to accomplish?

The objective of Junior Achievement is to instill in the new generation a sympathetic understanding of the private enterprise system in which business thrives and prospers. Letting today's youth understand economic problems will make them better prepared when they find themselves either in government service, or practitioners in private enterprises after they step out of school.

In a way, JA is harnessing student power today for better captains of business and industry tomorrow.

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Clipboards are saleable items, too.



Each Kart is meticulously inspected to insure safety.

OF SKILLS AND COURAGE

MASTERY over cams, gears, wheels, rods, belts, and bearings put together, marked two Getty-sponsored sports events: Go Kart Racing and Motorcycle Obstacle Run. In both events, rugged and determined men raced over speedways and hurled over makeshift obstacles in a valiant demonstration of **skills** and **courage**.

Go Kart Racing

Go Kart racing is relatively new in the exciting field of motor sports. Primarily, it is geared to test the endurance of man and machine. Go-Karting started in the United States as a backyard sports, finally finding its way into the Philippines where it immediately gathered a number of enthusiasts.

Keeping interest aflame in this motor sports is the Philippine Karting Federation. Under the spon-



Off the track, a last minute adjustment on his kart is made by a contestant.



A competitor is assisted to get into starting position.

Two contestants execute a difficult hair-pin turn. At high speed, these turns sometimes throw racer and kart off the speedway.



Oops! A spin throws a contestant out of position.

The Winner! Nanding Villanueva of the CAM Wreckers Association displays trophy he won in Open class event. From left: Samuel O. Abellera, Getty general sales manager; Ditas Rustia, PKF muse; Villanueva and Jaime Rojas.

sorship of Getty Oil (Philippines) Inc., the first of a series of Go Kart races was held March 8, at the Elliptical Road in Quezon City.

At the Quezon City races, Getty provided participants with Flying "A" premium gasoline and Veedol lubricants. Trophies for the winners were also donated by Getty.

The races, comprising four classes — novice, super, Formula II, and Open — saw the participation of the Philippine's top racers, such as Nanding Villanueva, who captured the Open class title with his blue-colored Bug powered by a McCullough twin engine; Boy dela Paz, who claimed the Super class title; Ric Catajan, who lorded over the Class II event; and Ernesto de Jesus who romped away with the Novice title.

Two early favorites, veteran karter Tom Zimmerman and Asian Champion Joey R. Bundallan, were

bugged with mechanical and brake troubles. Still, both were in the thick of the races and impressed the spectators with their motoring finesse.

The fantastic speeds in go-kart racing required strict supervision and safety measures. Drivers' qualifications were very strict, requiring special licenses for the competitions. Similarly, racers had to be submitted for thorough safety inspection.

The race track itself had to be properly barricaded to protect the thousands of spectators who lined the kilometer-long speedway. Getty Oil (Philippines) Inc. saw to it that the races were accident-free by installing safety signs and barricades.

The value of Getty's sponsorship was summed up by Joey R. Bundallan, Philippine Karting Federation's executive secretary, who commented:

"Getty Oil's support is definitely a strong indication of the healthy development of the sport."



Riding bike No. 32, Jim Creech poses for souvenir picture with Richard Huffman, then went ahead and won over Huffman for the Light Heavyweight title.



Scott poses with his winning bike in front of Getty streamer — he got racing power all right.

OF SKILLS AND COURAGE

Great Obstacle Run

In the Philippines, the motorcycle has made its presence felt both as a means for transportation and for sport. But very often, motorcyclists figure in accidents on the highway due to over-rating of capabilities of the machine, and over-confidence of the rider himself.

Like drivers of four-wheeled vehicles, motorcyclists must be familiar with the limitations of their bike.

Hundreds of cyclists from different Motorcycle Clubs in the Philippines gathered at Nalinac for the Great Obstacle Run. Among those who sent in contingents were the Ridge Riders of Clark Air Force Base, the Iron Horsemen from Subic, the Angeles Motorcycle club, the Wallace Team, the John Hay Team, the Philippine Motorcycle Racing Association, and several motorcycle clubs in Greater Manila.

The competitors were classified according to motorcycle engine size: Bantam (up to 100 cc), Light Weight (200 cc), Medium Weight (250 cc), Light-Heavy Weight (over 450 cc). Rules were based on the Sportsman Competition Rule Book of the American Motorcycle Association.

While the races were primarily a test of the cyclist's skill and his motorcycle's efficiency, in some

measure, the event provided an opportunity for fuel and oil quality to prove themselves. For instance, Eldon Scott, winner of the Heavy Weight class, used Flying "A" Premium gasoline and Veedol Racing Oil. He clocked 12 min. 4 sec. — a good four minutes ahead of his rival, Joseph R. Drury, who came from the same club. Jim Creech also used Flying "A" Premium and Veedol Racing Oil, and romped away with the Light Weight class trophy.

James E. Smith (Wallace Team) copped the Bantam title on his bike No. 17, after switching to Veedol racing oil.

The first of its kind in the Philippines, the Great Obstacle Run was both a race against time, **and** a test of the rider's skill as well as the sturdiness of his "iron horse." In motorcycling language, the event is technically defined as "observed field trials." Obstacles, natural and make-shift, were laid along the route. Each rider was granted 350 points at the start of the race. Demerits were deducted for obstacles unsuccessfully hurdled or purposely avoided, or for violation of rules.

Getty extended support to the Great Obstacle Run project largely because of its meritorious objective. Getty provided Flying "A" Premium gasoline and Veedol racing oil to the participants. It also donated some of the trophies which were awarded to the champions. Enlivening the site were Getty buntings and streamers.

Aside from the benefits pointed out, the races proved that no matter what the power and efficiency, it takes man's skill and courage to accomplish the purpose.

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A competing cyclist hurdles one of the 35 obstacles strewn along the route.



Eldon Scott gets a hearty handshake after winning the Heavy Weight Class.



James E. Smith fills up his bike No. 17 with Veedol racing oil. He copped the Bantam title.



THE SWINGING EXECUTIVE

FRED Jeanjaquet belongs to the swinging set — not the group that stays up swinging till the wee hours of the morning, but with the group that swings at the crack of dawn during week-ends on the green trying to beat the par, or improving handicaps.

"I'm classified as a week-end golfer," draws Fred in his soft, clear voice. He admits, however, that he sneaks in a game or two whenever he can during holidays.

Unlike most golf-bugs who started early in the sport, Fred Jeanjaquet did not learn how to swing a club until he was transferred to the Manila office a few years back. But he quickly caught on as attested by over a dozen trophies.

By nature a sportsman, Fred plays football, basketball and tennis. He is a good swimmer and an avid hunter, but until his association with Getty Oil, he never played golf.

Motivated by group influence, he bought a set of golf clubs and started practice swings. He enjoyed this sport very much and soon became an avid golfer.

There is a sudden glow on Fred's face as he recalls winning his first trophy. "I won it in 1964, at the inter-Company competitions. That was the very first tournament I entered." The fact that he beat the field of more experienced golfers affirms his decision to improve in his new-found sport.

He kept on improving his style and his swing, ever since. To do this, he joined the Capitol Hills, Fort Bonifacio, and UP Tee Jots Golf Clubs. He is a member of the exclusive group called "As Is, Where Is."

"Actually, the group merely plays the game more strictly than usual," Fred explains. "Whereas in normal play, if your ball lands, say behind a tree or atop some dry twigs, you may take a penalty stroke. But with the 'As Is, Where Is' players, you hit the ball wherever it lands."

The self-imposed restriction forces one to be careful in his strokes; it also trains him to get out of difficult situations without assistance.

As a member of the Manila Lions Club, Fred participates in the monthly tournaments of the Philippine Lions Golf Association (PLGA). He has improved his rating from C to B in this tournament, and is now on his way to Class A. At the UP Tee Jots however, he has improved from Class D to Class A.

Fred points out that contrary to popular belief, golf is not an expensive game. The only substantial investment required is the purchase of equipment. As soon as this is accomplished, one can enjoy the sport no more expensive than tennis. Counting the benefits one gets — physical, mental, and moral — one is well rewarded.

Elaborating further, Fred points out that walking around the course to complete 18 holes, with fresh air and morning sunshine, equals any exercise to preserve one's physical constitution. And the serene atmosphere, away from the rush-rush environment of city life, affords one appreciation of the beauty of nature and serves as relaxation to the mentally depressed business executive.







NUNILON C. LIVELO

And His Moments Of DECISION

AT some time or another, one faces a moment of decision—to compromise, or to stand firm on what he thinks is right.

To Nunilon C. Livelo, accounting supervisor, his refusal to compromise on what is right came at a time when he was a high school student in his hometown in Imus, Cavite. During a break in study period, some of Noli's classmates pulled a prank which displeased one of the teachers. Somehow, Noli was mistakenly identified among the culprits.

At the confrontation, all except Noli admitted participation. It became a matter of Noli's word against the teacher—he faced a moment of decision: whether to compromise and let things be forgiven and forgotten, or stand firm on his innocence. He chose not to compromise, even though it meant transferring to another school.

And like the man who once said, "I'd rather be right, than President," Noli preferred to continue schooling in Manila, away from his boyhood chums.

There were subsequent moments of decision Noli faced like the matter of selecting his profession. At times of self-reflection, Noli oftentimes wonders how he would have fared had he decided to become an engineer instead of an accountant.

"My choice narrowed between Engineering and Commerce. I was told that engineering classes were longer, involving laboratory work on Saturdays and Sundays. Since I was deeply interested in sports and needed sufficient time to participate in athletics, I enrolled in Commerce so as to have my weekends free," he explains.

After graduation, he took the government examinations for Certified Public Accountants. Simultaneously, he took an employment test at the Philippine National Bank. He passed both, and his high mark in the PNB test was his passport to employment.

Part of his training was assignment to provincial branches, an experience which served him well when he was appointed head of PNB's agency at Ilagan, Isabela. Much later, he was transferred to the Trece Martires City agency in Cavite. Activity was slow in the newly-created city and he was getting into a rut. Noli faced another moment of decision.

Not content with a job that offered no challenge, he quit and joined Sycip, Gorres, Velayo & Co., Certified Public Accountants. He was with this firm when he learned of the opportunities at Getty Oil. It was also about that time he decided to settle down. He married a long-time sweetheart, and the couple now has four children: Felino (coined from Fe and Noli); Glen (who was born the year John Glen orbited the earth); Dennis, and Sandra, the only daughter and easily the family's favorite.

At 37, Noli displays remarkable enthusiasm, although he admits he has his share of responsibility problems.

Since he joined Getty Oil in 1957, Noli has been thoroughly exposed to the Company's various accounting work, earning promotions to positions of responsibility. Just before his appointment as accounting supervisor, he was a junior auditor.

"I consider my position not merely a job, but a career," he emphasized. "I find within it the potentials of career development. Opportunities for self-improvement are evident—in fact many can testify to the benefits they obtained from professional development seminars they attended under Company sponsorship." Noli himself is active in professional circles, particularly in the Philippine Institute of Certified Public Accountants (PICPA).

Thirteen years of service provide sufficient evidence that Noli likes working with the Company—a decision he does not regret having made.

STOP



YOUR CAR ON TIME!

EXTENSIVE research by automobile manufacturers and motor associations reveals the great difference between the time you think of stopping and the time your car actually stops. Assuming that your car runs at ten miles per hour when the car ahead of you suddenly stops, your car would have travelled 11 feet even before your foot touches the brake pedal. This is your **reaction distance**.

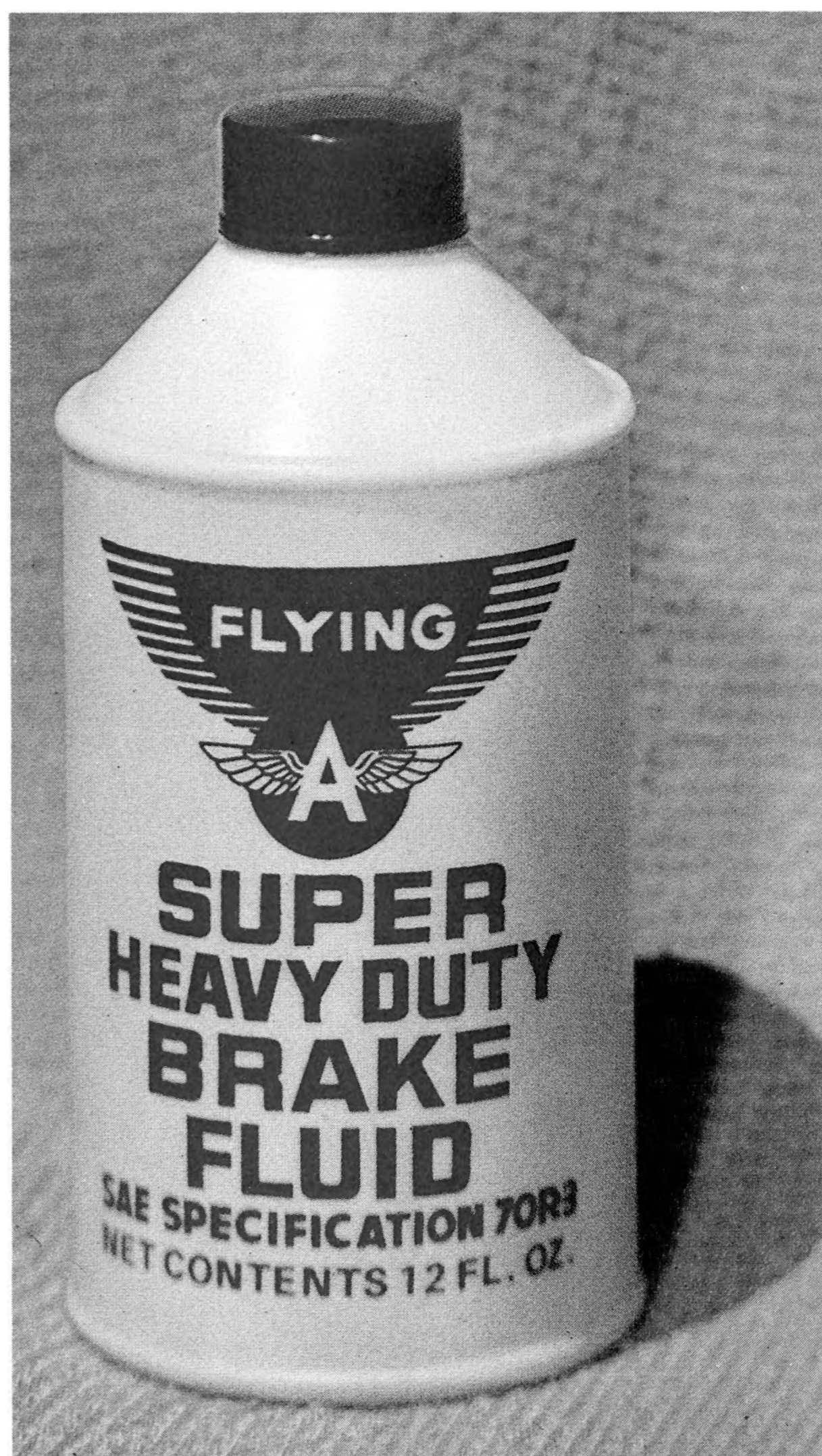
Granting that you press the pedal down quickly, the car would still take another nine feet before it completely stops. Between your **reaction** to the danger and the car stopping completely, you have travelled 20 feet. If you were following the car less than 20 feet, you would have hit it.

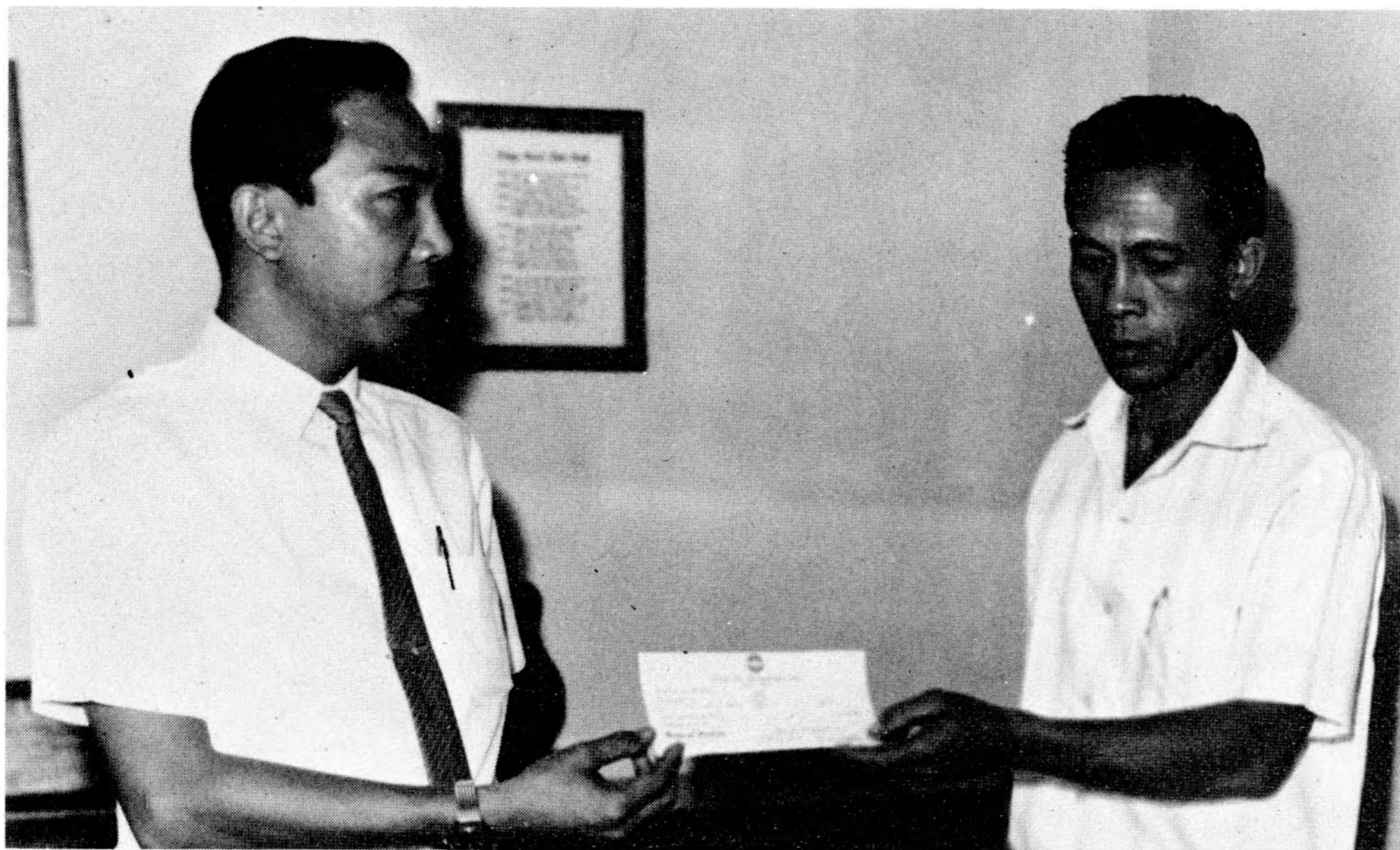
The faster you go, the further it takes to stop the car. At 50 MPH, your **reaction distance** would be 55 feet; your braking distance, 133 feet — a long 188 feet before complete stop.

Of course this is true only if your brakes are good. If they are not, you are courting disaster. Keep your brake system properly maintained and save yourself a lot of costly accidents. A regular check up of brake fluid level is one way of insuring that your brakes are good. A reduction in the fluid level means a leakage in the system that should be repaired at once.

Just as important in brake system maintenance is the selection of the correct brake fluid.

For the correct brake fluid, visit your dependable Flying "A" dealer throughout the Philippines, or better yet, have a safety check to determine whether your brakes are in proper working conditions.





Employee Receives Award

Roberto Facundo, an employee of the Bacolod branch, recently received a suggestion award check from Melencio J. Jamili, Getty Oil's branch manager.

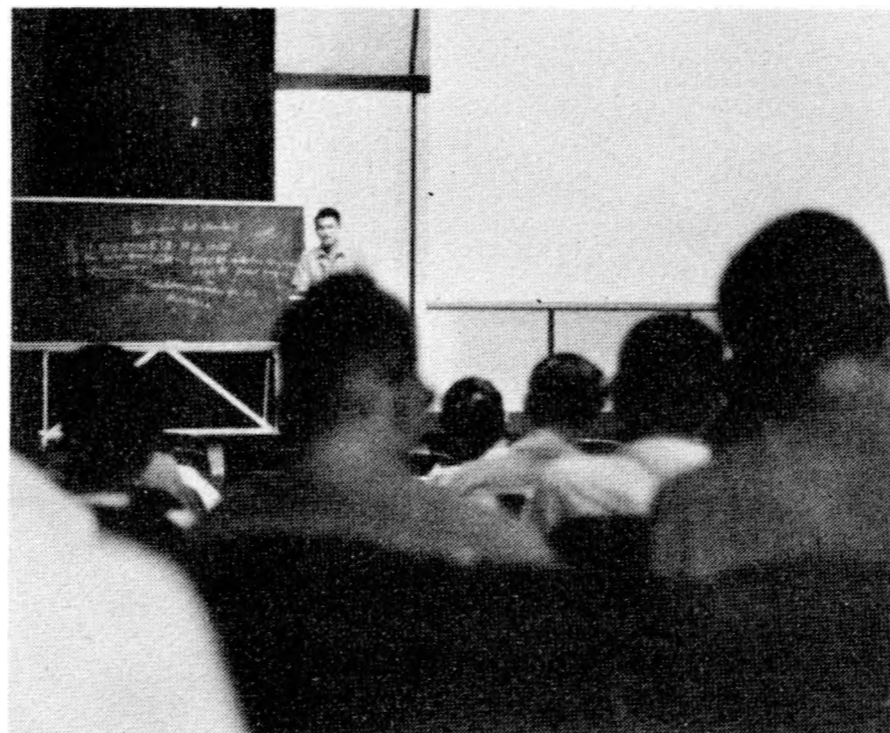
Facundo suggested that the

220V buzzers being used with the SF-69 pumps be replaced with 6V buzzers.

His suggestion lessened, if not totally eliminated, the usual pump troubles.

Getty Oilmen At IRRI

Getty Oil technical representatives, maintenance personnel and design engineers of the International Rice Research Institute (IRRI) in Los Baños, Laguna and students from the UP College of Agriculture gathered for a seminar on lubrication held at the IRRI recently.



D. Abella, wholesale and technical services supervisor, were among the lecturers. He talked on proper lubrication methods.

New Appointment And Designation

W. F. Hagans, president and general manager, recently announced the appointments and designation of three key personnel to the following positions:

A. L. Jimoga-on as Iloilo branch manager, G. C. Martin as credit manager and G. C. Herrera as operations superintendent.



JIMOGA-ON

Jimoga-on was formerly salesman B assigned in Bacolod branch. He joined the company in July, 1963. He has a BSC degree.

Martin, formerly credit supervisor, is a BSC graduate and a CPA. He joined Getty Oil in November 1959.

Herrera previously held the position of plant superintendent and branch plant advisor. A holder of a BSME degree, he joined the company in May 1963.



A Station Opens In La Union

Another service station opened in Aringay, La Union, to serve motorists in that area.

Rev. Marcos Carmelo, Aringay parish priest, blessed the service station, BL 9628 managed by D. G. Juloya, dealer.

The other guests included: (L to R) H. B. Gay-ya, Jr., Poro branch salesman; P. Pimentel, PVTA executive assistant; Mrs. Lita Yabut-Chan; Mons. Marcos Carmelo; D. G. Juloya; and Aringay Mayor Moises Dulay.



ATMAR Execs Visit Getty Oil

To acquaint the members into the different phases of work activities going on at the Pandacan Plant, the members of the Atmar Enterprises, a JA company, toured the plant site. Francisco Ilagan, Jr., president, led the group.

A. V. Amagna, Jr., I. H. Sanchez, Jr., C. E. Tuason, advisers,

acted as tour guides explaining the various processes involved. The group also visited the different offices, shops and the Blending Plant.

B. P. Quiaoit, asst. plant superintendent, and C. G. Nolasco of National Accounts accompanied the visitors during the tour.

Cebu Secretaries Elect Tubalado



Rogelio M. Tubalado, clerk/stenographer, Cebu branch, was recently elected as assistant treasurer of the Philippine Association of Secretaries, Cebu Chapter.

The other elected officers of the association are: Tessie Irazo, president; Alice Keesey, vice president; Glo Zosa, recording secretary; Brenda Ignacio, social secretary; Stella Carolino, treasurer; Loi Arriola, auditor; Dinah Tan and Chingay Orat, PRO.



Proud and happy A. S. Paruñgao of the Cebu branch recently pinned a gold medal on his daughter, Annora Belinda for topping her first-year class.

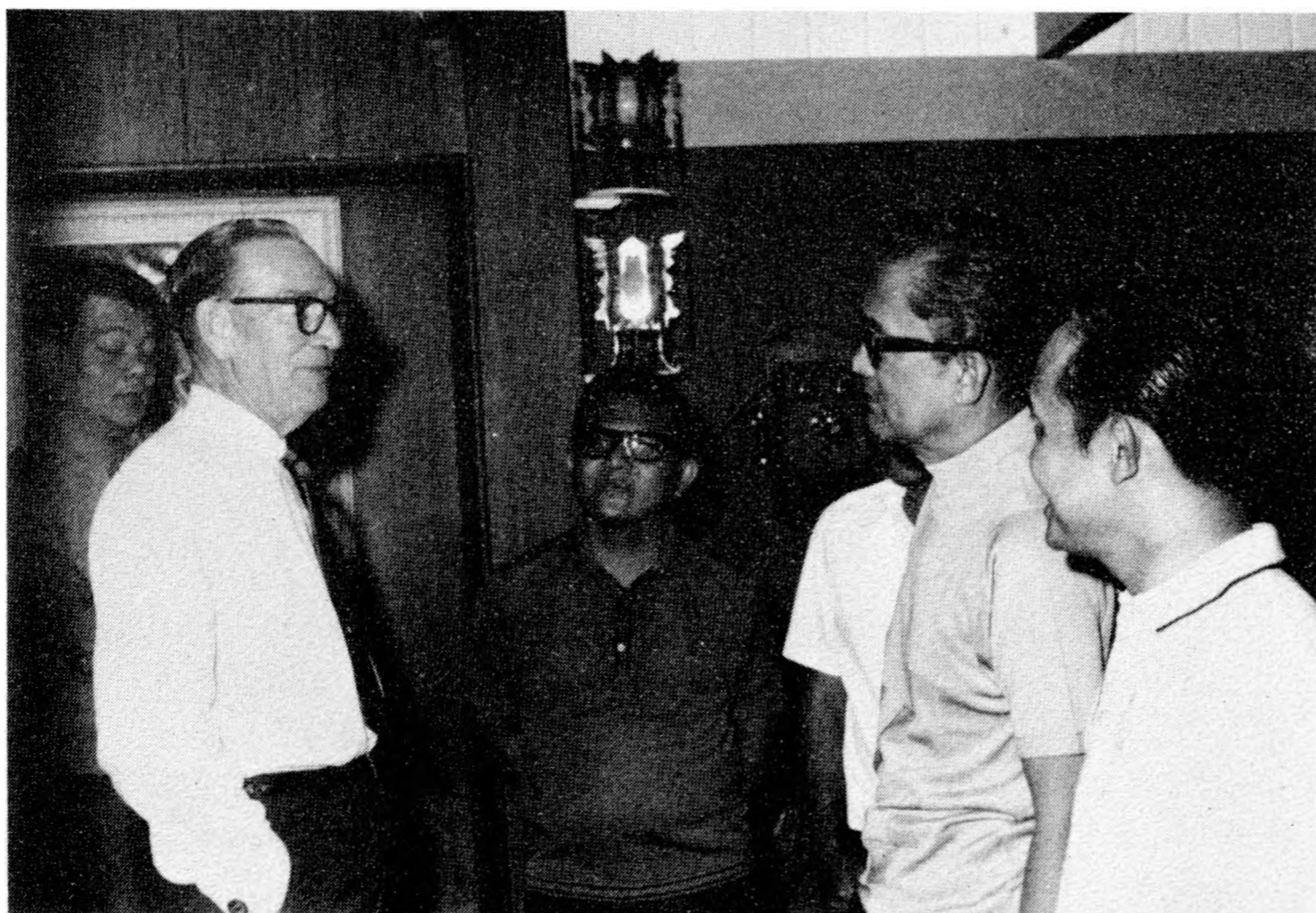
Annora has been a consistent gold medalist at Stella Maris School for the fourth consecutive year now.



After 33 years of faithful service with the Company, Engracio D. Ringor, driver of the Pandacan plant, recently received his retirement check from Mr. W.F. Ha-

gans, president and general-manager of Getty Oil (Philippines) Inc.

Looking on are Mrs. Ringor and V. B. Lainez, personnel manager.



Flying 'A' News Lands Finalist Berth in 1970

Getty Oil (Philippines) Inc. has been chosen as one of the finalists in this year's Achievement for Management Awards Program sponsored by the International Council of Industrial Editors.

The top winners in the various categories will be announced at the ICIE-AAIE conference in Pittsburgh, Pennsylvania which begins on June 2.

Other finalists in the AFMA Program are the following: Bemis Company, Inc., Minneapolis; Canadian Industries, Ltd., Montreal; Florida Power and Light Company, Miami; Gimbels, Milwaukee; Gulf Oil Canada, Ltd., Toronto; Lockheed-Georgia Company, Marietta, Ga.; New York Telephone Company, New York; Northeast Utilities, Hartford, Conn.; J.C. Penney Company, New York; The Southern New England Telephone Company, New Haven, Conn.; State Farm Insurance Companies, Bloomington, Ill.; Vanda Beauty Counselor, Orlando, Fla.; Weyerhaeuser Company, Tacoma, Washington; and Wyandotte Chemicals Corporation, Wyandotte, Michigan.

ial Visits Manila

Mr. M. Doke Douglas, chief internal auditor of Getty Oil Company in Los Angeles, was a recent visitor to the Philippines. While here, he conferred with local officials and toured provincial offices of Getty Oil in the country.

During his stay, he was honored at a party given by Mr. O. Soriano, vice president-finance.

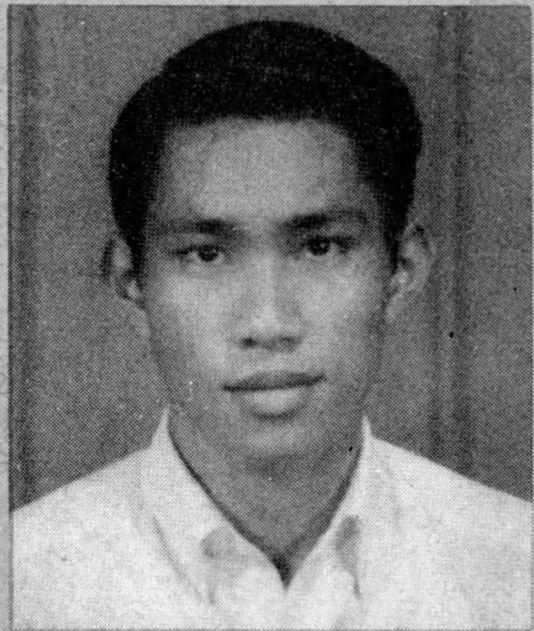
1970 GETTY RADIO NEWSCASTS

STATION	TIME	DAYS
DZJC Laoag	7:00 — 7:10 AM	Mon. — Fri.
DZHB Baguio*	6:00 — 6:05 AM	Mon. — Sat.
DZWJ Lucena	6:00 — 6:10 AM	Mon. — Fri.
DZGE Naga	7:00 — 7:10 AM	Mon. — Fri.
DZGB Legaspi	12:30 — 12:40 PM	Mon. — Fri.
DZHP Manila*	6:00 — 6:05 AM	Mon. — Sat.
DYRI Iloilo	8:00 — 8:10 AM	Mon. — Fri.
DYHP Cebu*	6:00 — 6:05 AM	Mon. — Sat.
DXVM Cagayan de Oro*	6:00 — 6:05 AM	Mon. — Sat.
DYHB Bacolod*	6:00 — 6:05 AM	Mon. — Sat.
DYWC Guihulngan	6:00 — 6:10 AM	Mon. — Fri.
DYVL Tacloban	8:00 — 8:10 AM	Mon. — Fri.
DXOR Cagayan	12:50 — 1:00 PM	Mon. — Sta.
DXDC Davao*	6:00 — 6:05 AM	Mon. — Sat.
DXBC Butuan	8:00 — 8:10 AM	Mon. — Fri.
DXND Cotabato*	6:00 — 6:05 AM	Mon. — Sat.
DXSY Ozamis	7:00 — 7:10 AM	Mon. — Fri.
DXLL Zamboanga	7:00 — 7:10 AM	Mon. — Fri.

*Radio Mindanao Network Microwave Newscast (Simulcast 7 Stations)

GETTY TV COMMERCIAL SCHEDULE

Channel/City	Placements	Time (PM)	Days
Ch. 2 — Manila	Pre: Hawaii Five-O	8:00	Friday
	Pre: Code Name Apollo	7:00	Saturday
Ch. 4 — Manila	Pre: Ironsides	9:30	Monday
	Pre: Mod Squad	8:00	Thursday
	Pre: Tancho Tique Show	8:00	Saturday
Ch. 7 — Manila	Pre: Mission Impossible	9:00	Sunday
	Pre: Survivors	9:00	Friday
	W/in: Name of the Game	8-9:30	Thursday
	Pre: Love American Style	9:00	Tuesday
Ch. 9 — Manila	Pre: Dakotas	8:00	Monday
	Pre: Cinehouse "9"	9:30	Wednesday
	Pre: Ringside "9"	9:30	Sunday
Ch. 11 — Manila	W/in: MICA Basketball Series		Wednesday
	(No definite schedule)		
	W/in: Straight from the Shoulder	7:30	
Ch. 13 — Manila	Pre: Strange Report	8:00	Sunday
Ch. 3 — Cebu	Pre: Buhay Artista	6:00	Friday
	Pre: Si Tatang Kasi	6:00	Monday
	Pre: Evening With Pilita	7:00	Sunday
	Pre: Code Name Apollo	6:00	Wednesday
	Pre: Nida Nestor Show	6:30	Tuesday
Ch. 4 — Bacolod	Pre: Buhay Artista	6:30	Tuesday
	Pre: Evening With Pilita	8:30	Wednesday
	Pre: Code Name Apollo	6:00	Friday
	Pre: Nida Nestor Show	7:30	Thursday
	Pre: Tom Jones	7:00	Sunday



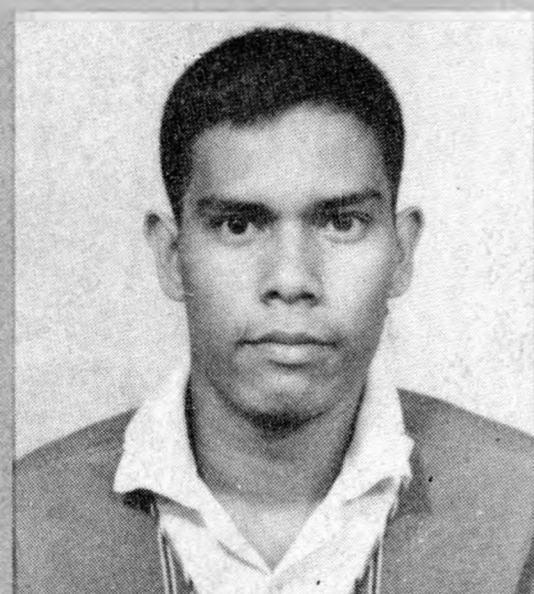
JIMENEZ



MALOTO



VALENZUELA



BAYAIS



AZUL



QUIROLGICO



LUALHATI



MENDOZA



GOMEZ

WELCOME

Reynaldo C. Jimenez, Makati Clerk C—Accounting, is a BSC graduate, major in Accounting and Auditing, of San Beda College.

Arturo C. Maloto, Makati Clerk C—Accounting, is a certified public accountant. He is a graduate of the University of San Agustin in Iloilo City. He was employed by Mr. Felicisimo Requillo as bookkeeper from June 1964 to

May 1968 in Iloilo City, and by Southern Motors, Inc. as Accounting Clerk from February 1969 to July 1969.

Pedro C. Valenzuela, Jr., Makati Clerk C—Accounting, graduated in May 1969 with the degree of Bachelor of Science in Commerce, major in Accounting, from the Philippine College of Commerce.

Dominador B. Bayais, Pandacan, Painter is a high school graduate of Francisco College, Manila. Immediately prior to his employment with the Company, he was connected with Mabuhay Painting Service as foreman/painter.

Lolito B. Azul, Manila Salesman C (Trainee), finished Commerce, major in Marketing, at the University of the East. He also took up law in the same school. His first employment was with Procter & Gamble PMC as field adman, then with Wyeth-Suaco Laboratories as detailman, with Johnson & Johnson (Phils.) as detailman. Immediately prior to his employment with Getty Oil, he was connected with La Tondeña.

Juanito J. Quirolgico, Manila Salesman C (Trainee), took up Chemical Engineering at Mapua Institute of Technology. His first employment was with Lexal Laboratories, Inc. as detailman, then with Associated Pharmaceuticals, Inc. and Richardson-Merrell (Phil.), Inc. as medical detailman.

Amor N. Lualhati, Pandacan, Receptionist-Telephone Operator, graduated from High school at Jose Abad Santos High School, Arellano University, in Pasay City. She also studied Education for two years at UE. She had been employed as clerk at Lirag Textiles and at Pagasa Commercial and at Magsaysay Lines as casual telephone operator.

Elmer R. Mendoza, Makati, Clerk C—Accounting, graduated with a BBA degree, major in Accounting, from UE. He had been employed at the Bankers' Club as accounting clerk and at Philippine Air Lines as stock control clerk.

Exequiel S. Gomez, Manila Salesman C (Trainee), is a BBA graduate, major in Accounting, of UE. He had been employed with Erlanger & Galinger, Inc. as sales promotion assistant. Wyeth-Suaco Laboratories as territory manager and with Bristol Laboratories as medical representative.