

AT the Marikina Shoe Trade Fair, a foreign visitor had gone through most of the stores. He was about to leave the fair grounds when the display of *Jem Brothers* and *Jemellee* shoes caught his attention.

He entered the store and examined the array of shoes for men, women and children made by the Sta. Ana & Sons Company, Inc. (SASCO).

DOLLAR-EARNER

A few days later, the same foreign visitor called at the SASCO factory on Aurora Boulevard in Quezon City. This visitor turned out to be the managing director of a company with home offices in the United States which specializes in the distribution of high-quality shoes on a world-wide scale.

Mr. Jose P. Sta. Ana, president of SASCO and acting president of the Marikina Shoe Marketing Corporation, gave the visitor a tour of the factory. Soon the Marikina shoemaker and the American shoe dealer became close business associates.

This closeness is manifested in a news item that appeared in the December 15, 1968 issue of the *Los Angeles Times* which reported Jose P. Sta. Ana of the Philippines as having "concluded a \$12 million export contract with an American shoe dealer."

BIGGEST EXPORT ORDER

At this time of writing, the SASCO factories are in full gear to beat the deadline for its initial delivery next month of the biggest export order ever received by any single shoe manufacturer in the Philippines.

If SASCO can fulfill its delivery commitments by the middle of this year, the Philippines shall have attained a formal breakthrough in the exportation of quality shoes.

BID FROM OTHER NATIONS

Through an international promotions system, samples of SASCO shoes including the halves of 300 selected pairs have been displayed throughout the United States. Hundreds of color photographs of SASCO shoes have been released to different shoes distributors all over the world. The response to this promotional campaign from big-name shoe chains in the United States and in Europe has been encouraging.



SASCO project study being submitted to the Board of Investments. Shown from left: Jose P. Sta. Ana, president of SASCO; Dr. Antonio Ayala, governor of BOI; Director of Printing Manuel L. Agustin, SASCO consultant; G. Virata, chairman, board of governors of BOI and Mariano P. Sta. Ana, vice-president of SASCO.

DOLLARS

IN YOUR

SHOES

By A. R. NAVARRO

The SASCO lines for export will be prominently stamped "Made in the Philippines" under the trademark *Pepe Sta. Ana Originals* and three other trade names being registered with the Philippine patent office. These brands will be contained in specially-designed individual boxes with Philippine motif.

Sta. Ana and Sons, Inc. has an application in the Board of Investments. When this is approved, SASCO's production will increase.

The SASCO expansion scheme as presented to the B.O.I. calls for the investment of some U.S. \$3 million or about ₱11,550,000 to cover construction of a new company building and factory with a complete set of machinery and equipment including auxiliary machines. SASCO intends to establish the first integrated, fully-mechanized shoe factory in the Philippines.

For its financing and capital investment resources, SASCO bared its present assets of close

to ₱2 million and the standing offers of several foreign financing institutions.

Once this is realized, SASCO can produce approximately 4,032,000 pairs of shoes for men, women and children annually. Its present production capacity of 500 pairs a day is expected to increase to 14,000 pairs a day.

Until our leather industry can improve its products to meet international quality standards, SASCO and other shoe manufacturers will be forced to depend on foreign suppliers for their raw materials.

Meanwhile, SASCO has passed on to local tannery officials the results of its research and experience in the use of leather materials so that they can improve the quality of local leather.

SUCCESS OF SASCO

The success of SASCO as a producer of quality shoes can be traced to the dedication and imagination of its founder, Francisco T. Sta. Ana, who established his first shoe shop at R. Hidalgo Street in Manila in 1914.

The Sta. Ana brothers (Jose, Mariano and Francisco Jr.) who have carried on the tradition expressed faith in the administration of President Marcos who has done a great deal to promote the growth of the Philippine shoe industry and to help it make its bid in the international shoe market.

The shoe manufacturers of Marikina are among the most enthusiastic supporters of President Marcos's export drive. **PM**