

MALACAÑAN PALACE  
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

EXECUTIVE ORDER No. 353

FIXING THE CEILING PRICES OF COMMODITIES  
AND FOR OTHER PURPOSES

By virtue of the powers vested in me by Section 3 of Republic Act No. 509, entitled "An Act declaring National Policy, authorizing the President of the Philippines for a limited period to fix ceiling prices of commodities and to promulgate rules and regulations regarding prices of commodities to effectuate such policy, and authorizing the appropriation of a certain sum for the purpose," and upon the recommendation of the Price Administration Board, I, Elpidio Quirino, President of the Philippines, do hereby order:

SECTION 1. The following commodities shall not be sold at more than the maximum selling prices for importers, wholesalers and retailers set opposite each:

FOODSTUFFS (IMPORTED)

Commodity	Unit	Importer's or producer's price	Wholesale price	Retail ceiling price
<b>BEVERAGES:</b>				
Peter's Cocoa .....	48/4-oz.	P16.75/cs.	P18.18/cs.	P0.42/ea.
Peter's Cocoa .....	24/8-oz.	15.78/cs.	17.13/cs.	0.80/ea.
<b>CAKE FLOUR:</b>				
Swansdown Cake Flour .....	12/2¼#	12.43/cs.	13.49/cs.	1.26/pkg.
<b>DAIRY PRODUCTS:</b>				
Edam Cheese 40%, Baby Size Packed in Paraffin and Cellophane average net Weight 933 grams .....	Case/12	25.58/cs.	27.76/cs.	2.59/ea.
Q. B. B. Butter Concentrate (Australian)....	48/12-oz.	67.90/cs.	73.71/cs.	1.72/ea.
<b>FISH CANNED:</b>				
Mexican Abalone .....	48/1-lb.	60.90/cs.	68.10/cs.	1.62/ea.
Squid Tall Tin .....	48/15-oz.	15.79/cs.	17.67/cs.	0.42/ea.
<b>MEAT CANNED:</b>				
Chopped Ham .....	24/12-oz.	27.11/cs.	30.31/cs.	1.44/ea.
Chopped Treet Pork .....	24/12-oz.	23.39/cs.	26.16/cs.	1.24/ea.
Liverspread .....	48/3¼-oz.	14.87/cs.	16.63/cs.	0.40/ea.
Lunch Tongues .....	24/6-oz.	16.69/cs.	18.66/cs.	0.89/ea.
Sliced Dried Beef .....	48/5-oz.	70.92/cs.	79.29/cs.	1.88/ea.
Sliced Dried Beef .....	48/2½-oz.	39.87/cs.	44.58/cs.	1.06/ea.
Vienna Sausage (Libby's).....	48/4-oz.	23.74/cs.	26.55/cs.	0.63/ea.
<b>SOUPS CANNED:</b>				
(Net Contents 10½ to 11-oz.)				
Asparagus .....	Cs./48-tins	16.42/cs.	18.36/cs.	0.44/ea.
Beef with Vegetables .....	Cs./48-tins	19.65/cs.	21.97/cs.	0.52/ea.
Chicken Noodle .....	Cs./48-tins	19.65/cs.	21.97/cs.	0.52/ea.
Chicken with Rice .....	Cs./48-tins	19.65/cs.	21.97/cs.	0.52/ea.
Cream of Chicken .....	Cs./48-tins	19.65/cs.	21.97/cs.	0.52/ea.
Cream of Mushroom .....	Cs./48-tins	19.65/cs.	21.97/cs.	0.52/ea.
Oxtail .....	Cs./48-tins	16.42/cs.	18.36/cs.	0.44/ea.
Peppercot .....	Cs./48-tins	16.42/cs.	18.36/cs.	0.44/ea.
Vegetable .....	Cs./48-tins	16.42/cs.	18.36/cs.	0.44/ea.

CONSTRUCTION MATERIALS (LOCAL)

BUILDING BOARDS:

Asbestos Cement Board:

Sizes: 3/16" × 4' × 8'.....	Each.....	P6.85	P7.50
¼" × 4' × 8'.....	Each.....	8.95	10.00

CONSTRUCTION MATERIALS (LOCAL)—Continued

Commodity	Unit	Importer's or producer's price	Wholesale price	Retail ceiling price
<b>LOCALLY MANUFACTURED NAILS WITH IMPORTED MATERIALS—</b>				
<i>Common Wire Nails:</i>				
<i>Belgian Wire (Material)—</i>				
Sizes: 1" to 1 3/4".....	Keg/100#	P25.00/keg	P26.00/keg	P28.00/keg 0.63/kilo
2" to 2 3/4".....	Keg/100#	23.00/keg	24.00/keg	26.00/keg 0.58/kilo
3" up .....	Keg/100#	22.00/keg	23.00/keg	25.00/keg 0.56/kilo
<i>Finishing Nails:</i>				
<i>Belgian Wire (Material)—</i>				
Sizes: 1" to 1 3/4".....	Keg/100#	28.00/keg	29.00/keg	31.00/keg 0.69/kilo
2" to 2 1/2".....	Keg/100#	26.00/keg	27.00/keg	29.00/keg 0.65/kilo
3" up .....	Keg/100#	25.00/keg	26.00/keg	28.00/keg 0.63/kilo
<i>Common Wire Nails:</i>				
<i>Japanese Wire (Material)—</i>				
Sizes: 1" to 1 3/4".....	Keg/100#	23.00/keg	24.00/keg	26.00/keg 0.58/kilo
2" to 2 3/4".....	Keg/100#	21.00/keg	22.00/keg	24.00/keg 0.54/kilo
3" up .....	Keg/100#	20.00/keg	21.00/keg	23.00/keg 0.51/kilo
<i>Finishing Wire Nails:</i>				
<i>Japanese Wire (Material)—</i>				
Sizes: 1" to 1 3/4".....	Keg/100#	26.00/keg	27.00/keg	29.00/keg 0.65/kilo
2" to 2 1/2".....	Keg/100#	24.00/keg	25.00/keg	27.00/keg 0.60/kilo
3" up .....	Keg/100#	23.00/keg	24.00/keg	26.00/keg 0.58/kilo
<b>SOIL PIPES AND FITTINGS:</b>				
Fittings Y's 6 x 6 .....	Each.....		P8.35	P9.60
Fittings Y's 6 x 4 .....	Each.....		6.45	7.15
Fittings Y's 4 x 4 .....	Each.....		3.80	4.20
Fittings Y's 4 x 2 .....	Each.....		2.70	3.00
Fittings Y's 2 x 2 .....	Each.....		1.85	2.05
Fittings Tees 6 x 6 .....	Each.....		8.65	9.60
Fittings Tees 6 x 4 .....	Each.....		7.55	8.40
Fittings Tees 4 x 4 .....	Each.....		3.80	4.20
Fittings Tees 4 x 2 .....	Each.....		2.70	3.00
Fittings Tees 2 x 2 .....	Each.....		2.00	2.20
Fittings Bend 1/4 x 6".....	Each.....		6.50	7.20
Fittings Bend 1/2 x 6".....	Each.....		5.95	6.60
Fittings Bend 1/2 x 6".....	Each.....		3.75	4.15
Fittings Bend 1/4 x 4".....	Each.....		2.70	3.00
Fittings Bend 1/2 x 4".....	Each.....		2.25	2.50
Fittings Bend 1/2 x 4".....	Each.....		2.60	2.90
Fittings Bend 1/16 x 4".....	Each.....		2.00	2.20
Fittings Bend 1/4 x 2".....	Each.....		1.45	1.60
Fittings Bend 1/8 x 2".....	Each.....		1.30	1.45
Fittings Bend 1/8 x 2".....	Each.....		1.30	1.45
Fittings Bend 1/16 x 2".....	Each.....		1.10	1.20
Fittings Bend Long 1/4 x 4".....	Each.....		4.50	5.00
Fittings Bend Long 1/8 x 4".....	Each.....		3.60	4.00
Fittings Double Y's 4 x 4 .....	Each.....		7.55	8.40
Fittings Double Y's 4 x 2 .....	Each.....		5.40	6.00
Fittings Double Y's 2 x 2 .....	Each.....		3.25	3.60
Fittings Cross Tees 6 x 4 .....	Each.....		10.80	11.00
Fittings Cross Tees 4 x 4 .....	Each.....		7.00	7.80
Fittings Cross Tees 4 x 2 .....	Each.....		5.40	6.00
Fittings Cross Tees 2 x 2 .....	Each.....		3.25	3.60
Fittings R Trap 4 x 4 .....	Each.....		8.65	9.60
Fittings R Trap 2 x 2 .....	Each.....		3.25	3.60
Fittings P Trap 4 x 4 .....	Each.....		6.50	7.20
Fittings P Trap 2 x 2 .....	Each.....		3.25	3.60
Fittings Trap W/1/2/Hole 2 x 2 .....	Each.....		2.70	3.00
Fittings Double Hub 6 x 6 .....	Each.....		4.30	4.80
Fittings Double Hub 4 x 4 .....	Each.....		2.10	2.30
Fittings Double Hub 2 x 2 .....	Each.....		1.45	1.60

## CONSTRUCTION MATERIALS (LOCAL)—Continued

Commodity	Unit	Importer's or producers' price	Wholesale price	Retail ceiling price
Fittings Reducer 6 × 4	Each		P3.25	P3.60
Fittings Reducer 4 × 2	Each		1.60	1.80
Fittings Topped Tees 2 × 2	Each		2.70	3.00
Fittings Topped Tees 2 × 1½	Each		2.70	3.00
Fittings Topped Tees 2 × 1¼	Each		2.70	3.00
Fittings Clean Out 6"	Each		4.85	5.40
Fittings Clean Out 4"	Each		2.05	2.30
Fittings Clear Out 2"	Each		1.00	1.10
Fittings S Trap 4"	Each		7.55	8.40
S.H. Soil Pipe 6 × 5	Each		17.25	19.20
D.H. Soil Pipe 6 × 5	Each		18.60	20.65
S.H. Soil Pipe 4 × 5	Each		8.80	9.80
D.H. Soil Pipe 4 × 5	Each		9.15	10.20
S.H. Soil Pipe 2 × 5	Each		5.40	6.00
D.H. Soil Pipe 2 × 5	Each		5.95	6.60

Commodity	Unit	Importer's price	Wholesaler's price to shoemakers
<b>SHOE MATERIALS:</b>			
Heeling Board: Size 41" × 25"	Bundle	P33.30	P36.69
	Kilo	0.60	0.66
Shoe Gore (Elastic): Width 2-1/2"			
Color: White	Yard	2.06	2.27
Army Russet (Brown)	Yard	2.22	2.45
Beige (Cream)	Yard	2.22	2.45
Black	Yard	2.06	2.27
Rubber Soling Slabs 12 Iron (Black)			
Size: 36" × 36"	Sheet	10.62	11.71
Composition Soling Slabs, Synthetic			
Size: 36" × 36"—8 Iron	Sheet	7.41	8.16
Finished Upper Leather Black (Diamond) Chrome	Sq. Ft.	1.04	1.14
Buck Upper Leather:			
Prime HM White	Sq. Ft.	3.06	3.37
#1 HM White	Sq. Ft.	2.81	3.09
#2 HM White	Sq. Ft.	2.49	2.75
#3 HM White	Sq. Ft.	1.87	2.06
#4 HM White	Sq. Ft.	1.25	1.37
#4 HM White	Sq. Ft.	0.78	0.86
Finished Upper Leather:			
LM 4 White Elko	Sq. Ft.	1.05	1.16
M 4 White Elko	Sq. Ft.	1.05	1.16
M 4 White Elko	Sq. Ft.	1.03	1.13
Finished Upper Leather Ivory Extremes 125 Sides #3M:			
Color #289	Sq. Ft.	1.32	1.45
421 Sides #3M White	Sq. Ft.	1.32	1.45
7 Sides #3M White	Sq. Ft.	1.32	1.45
Finished Upper Leather:			
Luxury Black Patent—			
Large: CM & DXM	Sq. Ft.	1.27	1.40
Luxury Black Patent DXM	Sq. Ft.	1.29	1.42
Upper Leather For Shoes:			
Colonial #200 White:			
Grade D × H Velka Sides	Sq. Ft.	1.05	1.15
D × H Velka Large	Sq. Ft.	1.05	1.15
D × M Velka Kips	Sq. Ft.	1.05	1.15
D × M Velka Sides	Sq. Ft.	1.05	1.15
DM—Smooth Large	Sq. Ft.	1.20	1.32
D × M Smooth Sides	Sq. Ft.	1.08	1.19
D × M Smooth Large	Sq. Ft.	1.08	1.19
Colonial No. 210 Red:			
DM—Smooth Large	Sq. Ft.	1.20	1.32
D × M Smooth Large	Sq. Ft.	1.08	1.19
Leatherboard Undyed Back Plyhide embossed Buffalo			
Grain 54" wide Color: No. 600 Tan	Yard	3.35	3.69
No. 775 Ginger	Yard	3.35	3.69
Imitation Leather:			
(Plastic Materials) 54" Wide Gauge 0.012" Color: Hollyberry, Jade Green, Ivory, Empire Blue, and Chartreuse	Yard	3.41	3.76

Commodity	Unit	Importer's price	Wholesaler's price to shoemakers
No. 100 Plykap Imitation Leather Dull Finish Smooth Grain 36" Wide Color:			
No. 151 Waterlily .....	Yard	P1.79	P1.97
No. 197 Light Gray .....			
Imitation Leather: (Calf Plastic) 43" Wide Gauge 0.020" Color: Army Russet, Lipstick Red, Royal Blue, Sky Blue, Town Brown, Beige, Pink, White, Brown Wine and Powder Blue .....	Sq. Ft.	0.17	0.19
Black .....	Sq. Ft.	0.14	0.16
Imitation Leather: No. 110 Plykaf, Omega Grain Bright Glaze 36" Wide Color: London Tan, Brown, Waterlily Black .....	Yard	2.03	2.24
Imitation Suediens, for Leather Shoes #33 Midnite Suedien	Yard	3.06	3.38
Rubberized Piece Goods Plain Dull Style No. 135 Dura-kalf:			
Colors: #35—L Waterlily .....	Yard	1.67	1.84
#34—L Fawn .....			
#236—L Black .....			
#243—Y White .....			
White Buck Sides Betonia Label			
HM Weight #3 .....	Sq. Ft.	1.31	1.44
#4 .....	Sq. Ft.	1.22	1.34
Quarterlining for Shoes:			
No. 100 Plykaf, Dull Finish Smooth Grain 36" Wide....	Yard	1.52	1.68
No. 9 Plykaf, Bright Glaze, Omega Grain 36" Wide.... (Imitation Leather) #15 Kafsted Very bright smooth Black .....	Yard	1.74	1.91
Black Full Heels, Size 6/8" Plymouth Design, 8 Nail Holes Size: 9/10, 10/11 & 11/12 .....	Pair	0.26	0.28
Junior Heels 3/8" Black, Size 14 .....	Doz. Pair	1.66	1.83
Qualitex Cotton Shoe Thread Glaze Finished, 6000 yds./spool Color: White, Black and Mahogany #30..	Spool	4.51	4.97
"Armed" Brand King Spool Glazed Cotton Sewing Thread, 6000 yds. spool—			
Color: Black .....	Spool	4.65	5.13
White .....	Spool	4.59	5.06
Mahogany .....	Spool	4.65	5.13
Passaic Cotton Shoe Thread:			
Sizes: 6, 7, 8, 12, & 14 Cord .....	Pound	3.02	3.33
Sole Leather Bends #142 Wolf Brand TR9 .....	Kilo	4.16	4.59
Synthetic Composition Men's Sole 12 Iron Style #1215			
Black: Sizes: 7, 8, & 9 .....	Pair	0.95	1.04
Brown: Sizes: 7, 8, & 9 .....	Pair	1.15	1.27
Leather Sole:			
TR Joppa Bends 9 Iron up .....	Kilo	4.38	4.83
Heavy Joppa Butts .....	Kilo	1.90	2.09
Sole Leather Bellies Falcon #822 1st Selection.....	Kilo	2.32	2.46
Leather Inner Sole: 50 G up S			
7/11 Sole .....	Pair	0.87	0.96
50 BT 7/11 Sole .....	Pair	0.87	0.96
Men's Fibre Moulded Counter:			
Sizes: 0, 1, 2, or 3 .....	100 Pairs	11.62	12.81
Men's Welt Counter:			
Sizes: Small, Medium or Large .....	100 Pairs	12.17	13.41
Shoe Strings:			
Sizes: #324, 27" Long White or Mahogany .....	Gross	1.62	1.78
#440, 27" Long White, Mahogany or Blk.....	Gross	2.29	2.52
#440, 36" Long White or Mahogany .....	Gross	2.90	3.19
#440, 40" Long White or Mahogany .....	Gross	3.20	3.53
#526, 40" Long White or Mahogany .....	Gross	4.11	4.53
Rubber Cement:			
6/1 Gal. Tin #53 .....	Gal.	3.82	4.20
5/1 Gal. Tin #53 .....	Gal.	3.82	4.20
Shoe Cement #234 .....	Gal.	11.99	13.21

Commodity	Unit	Importer's price	Wholesaler's price to shoemakers
Black Kid Dressing Packed:			
38/squat Quart Tins/cs.			
40/squat Quart Tins/cs.			
Hand Shoe Tacks:	Gal.	12.59	13.88
Sizes: #2½	Gal.	12.59	13.88
#3			
#4			
Nickled Snap Fastener For Shoes	Pound	0.72	0.79
#D1934	Pound	0.65	0.72
	Pound	0.61	0.67
Plastic Belting, Looping and Buckles:	Gross	1.71	1.89
1" Belting 20 ft./lb.			
½" Looping 60 ft./lb.			
1" Buckle 250 W/gilt Prong	Pound	2.11	2.33
Plastic Sheeting, First Quality	Pound	2.11	2.33
Size: 54" Wide Gauge 12	Gross	7.65	8.43
	Yard	2.94	3.24

TEXTILES (IMPORTED)

Commodity	Width	Unit	Importer's price	Wholesaler's price	Retail ceiling price
Coco Blanco 64/60	35/36"	Yard	P0.94	P1.03	P1.19
Coco Blanco 68/72	35/36"	Yard	1.03	1.13	1.31
Coco Blanco 80/80	35/36"	Yard	1.10	1.21	1.39
Coco Crudo 5.00	35/36"	Yard	0.60	0.66	0.76
Coco Crudo 4.00	35/36"	Yard	0.73	0.81	0.93
Coco Crudo 3.25	35/36"	Yard	0.80	0.88	1.01
Cotonia 3.45	28/36"	Yard	0.76	0.84	0.97
Cotonia 2.50	30"	Yard	1.03	1.13	1.31
Broadcloth de Color 80/60	35/36"	Yard	0.92	1.02	1.17
Broadcloth de Color 64/60	35/36"	Yard	0.86	0.95	1.10
Broadcloth de Color 112/60	35/36"	Yard	1.01	1.12	1.29
Broadcloth de Color 136/60	35/36"	Yard	1.28	1.41	1.63
Broadcloth de Color 136/60	35/36"	Yard	1.26	1.39	1.61
Nansu Blanco 80/80	35/36"	Yard	1.11	1.23	1.42
Nansu Blanco 68/72	35/36"	Yard	1.03	1.13	1.31
Batista Blanco 88/80	39/40"	Yard	1.25	1.37	1.58
Percales 60/48 to 64/60	35/36"	Yard	0.98	1.08	1.25
Percales 68/72	35/36"	Yard	1.10	1.21	1.39
Percales 80/80	35/36"	Yard	1.20	1.32	1.52
Shirtings or Pajamas 68/48 to 64/60	35/36"	Yard	0.96	1.06	1.23
Shirtings or Pajamas 68/72 to 80/60	35/36"	Yard	1.10	1.21	1.39
Shirtings or Pajamas 80/80 to 100/60	35/36"	Yard	1.20	1.32	1.52
Printed Piques	35/36"	Yard	1.20	1.32	1.52
Piques de Color	35/36"	Yard	1.43	1.57	1.82
Piques Blanco	35/36"	Yard	1.20	1.32	1.52
Printed Waffle	35/36"	Yard	1.15	1.26	1.46
Waffle de Color	35/36"	Yard	1.53	1.68	1.94
Waffle Blanco	35/36"	Yard	1.40	1.54	1.78
Indian Head, Blanco	36"	Yard	1.36	1.50	1.73
Indian Head, Colores Rajos	36"	Yard	1.49	1.65	1.90
Indian Head, Medianes y Oscuros	36"	Yard	1.79	1.98	2.28
Dril Blanco	36"	Yard	1.99	2.20	2.54
Blue Chambray 3.90/4.00	29/30"	Yard	1.49	1.65	1.90
Faust Sutings	36"	Yard	1.03	1.13	1.31
Nehesco Sutings	27"	Yard	1.16	1.28	1.48
	28"	Yard	1.26	1.39	1.61
<b>KHAKI WEST POINT:</b>					
Army Twill Single Ply	35/36"	Yard	2.06	2.27	2.62
Army Twill 2 x 2	35/36"	Yard	3.16	3.48	4.01
Army Twill Single Ply	41/42"	Yard	2.39	2.64	3.04
Army Twill 2 x 2	41/42"	Yard	3.82	4.21	4.86
Army Twill De Luxe 2 x 2	35/36"	Yard	3.49	3.84	4.44
Army Twill De Luxe 2 x 2	41/42"	Yard	3.82	4.21	4.86
<b>MAONG:</b>					
Denims 2.20	29/30"	Yard	1.28	1.41	1.63
Denims 2.45	29/30"	Yard	1.17	1.29	1.49
Denims 3.00	29/30"	Yard	1.07	1.18	1.36
Franela de Color 4.75	35/36"	Yard	0.94	1.03	1.19

SEC. 2. Any commodity not included in any previous Executive Order fixing ceiling prices and issued by authority of Republic Act No. 509 or in this Order, the size and specification of which are the same as those of the foregoing shall have the same ceiling price.

SEC. 3. This Order shall take effect immediately.

Done in the City of Manila, this 6th day of October, in the year of Our Lord nineteen hundred and fifty, and of the Independence of the Philippines, the fifth.

ELPIDIO QUIRINO

*President of the Philippines*

By the President:

TEODORO EVANGELISTA

*Executive Secretary*