

Manila's High-grade Rattan Furniture



● *Evokes Employment in United States*

Though the Philippines produce the rattan, manufacture of rattan furniture began tardily in Manila because a commerce in it was early established on the China coast and for a long time the public tolerated the furniture it could pick up there, a product greatly inferior in every way to the standard rattan furniture now made in the Philippines. With the advent of this durable rattan furniture, it has been found that a world-wide demand for it exists among buyers for whom mere price is not a primary consideration. Quality of design, material, and workmanship is what is wanted. The result, during a very short period of effort, demonstrates that Manila is the logical center for such an industry.

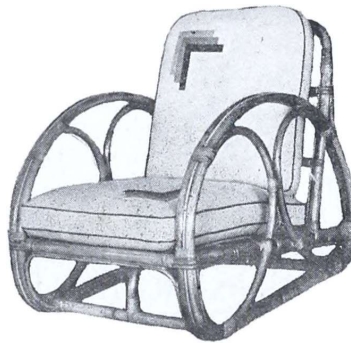
From rattans of every type that seek a market in Manila, the manufacturer can select the choicest for his stock of material. The Filipino, too, as a skilled craftsman with rattan, can not be surpassed. The result, in the factory with the necessary facilities, is a type of rattan furniture altogether new; its very appearance is assurance of its durability. There is no doubt that changing vogues can readily be followed in Manila factories, and that the lead already obtained can be kept indefinitely unless artificial barriers destroy it.

Philippine exports of rattan furniture may run to the value of ₱200,000 this year. Next year they should reach ₱500,000 or more. The basic drawback to volume of sales is the want of volume production; while a factory must of course maintain sales outlets in such a market as that in the United States, there has been, up to now, no keeping up with the orders pouring in from these agencies. A large San Francisco emporium handling Manila rattan furniture finds it impossible to keep samples on the floor: shipments are sold ahead of their arrival, and delivery to purchasers is immediate.

One well known mail-order house issuing fourteen million catalogues, features rattan furniture in its cur-

rent catalogue. Whether it can fill the orders this announcement will evoke, the mere publication of the announcement will greatly augment demand throughout the United States. One result is a visit to Manila of a representative of a rival mail-order house, hoping to effect manufacturing arrangements that will meet requirements of their customers for this furniture.

At the Chicago Furniture Mart last September, one manufacturer exhibited, from Singapore. It is said that in a single day he booked orders to keep him running throughout this year. It was also expertly reported from the Mart that the American demand for rattan furniture is not below \$25,000,000 a year. It should be noted that this is potential demand, and that the problem is to get the furniture made in quantities large enough to meet jobbers' and merchants' daily requirements.

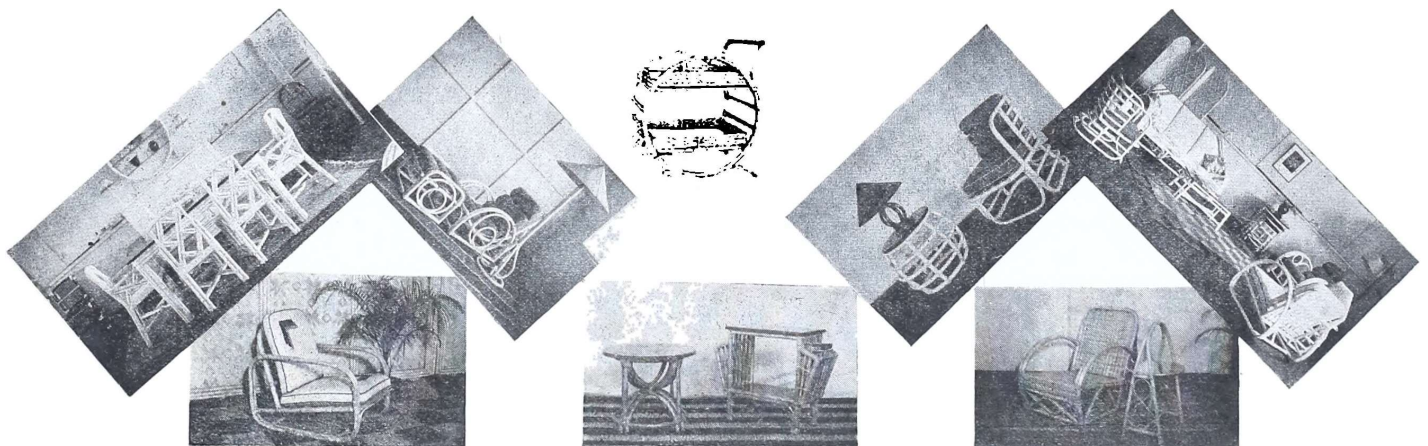


The problem of placing factories on the quantity production basis that public demand requires is yet to be solved, although production steadily increases; and when it finally is solved, since labor is more than 50% of the manufacturing cost, this new industry will be a very vital factor in the Manila labor market. Also, it will

give rise to more constant employment in the provinces yielding the rattan, and will add no little to the regular demand for selected Philippine hardwood lumber.

It may here be stated that 80% of shipments are to the United States; orders from other points, well distributed throughout the world, sum but 20% of the total. As the industry is just well started, nothing is more important than to maintain a satisfactory basis for it in the permanent commercial arrangements between the Philippines and the United States. It is here, in Manila, that volume of production is practical of achievement—a factor that it is not believed extends to the United States, where higher wages and shorter supplies of

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News of the Subdivisions



Mandaloyong: While Ortigas-Madrigal & Co., the managers of this extensive tract, advertise that their lots are priced to suit any purse, and while their selling campaign is directed to persons in the low as well as the high income groups, a list of people who have bought lots there and built their homes reads in part like an extract from "Who's Who in the Philippines."

Prominent Filipinos who have joined the Mandaloyong Parade include Jose P. Melencio, under-secretary of Justice, who has bought several lots on Pasig Boulevard; Jorge B. Vargas, Secretary to President Quezon, also a heavy buyer on Pasig Boulevard; Dr. A. D. Alvir, head of the well-known firm of Alvir & Co., mining engineers; A. C. Gonzalez, of Masonite fame, and many others.

The old idea that Americans do not buy land and build homes in the Philippines is laid to rest when one examines the long list of American names among Mandaloyong purchasers. George A. Malcolm, former Associate Justice of the Philippine Supreme Court, and now a member of the staff of the American High Commissioner; Luther B. Bewley, long-time Bureau of Education head; C. O. Bohanan, Manila businessman are prominent in the list.

On the cover of this section, the Journal prints an interesting experiment in real estate merchandising—a photo of one of Manila's finer homes, superimposed upon a view of Wack-Wack Terrace—another Ortigas-Madrigal property. Folders consisting of several of these pictures were arranged for prospective buyers, in the belief that actual pictures of how nicely fine

homes fit the spacious suburban lots tell the story much better than words could tell it.

Real Estate Men!

The Journal has inaugurated this section in order to record the progress of the real estate and building industries of Manila and environs. We believe that these twin industries are among the most important to Philippine economy. IT IS YOUR SECTION, edited for you and your interests.

We will be glad to get timely news of your own real estate or building activities. While this magazine does not publish propaganda for any person or group, it is always glad to give space to timely news. Pictures are always welcome.

All articles and pictures must be submitted not later than the tenth of the month of publication.

Balintawak Estate: This subdivision lies straight out Rizal Avenue and Rizal Avenue Extension to the Bonifacio Monument, a few minutes' drive from Plaza Goiti. It is one of our closest-in areas, yet, in spite of its nearness to town, offers privacy and spacious building sites, through the program of careful restrictions maintained by Vicente Singson-Encarnacion, Jr., brains of the subdivision.

Quite a number of prominent people have been buying lots and building homes in this tract for a number of years, and the

area is participating in the general prosperity reported by real estate men this year.

Reasons for the popularity of the tract are its wide, well-planned streets, wide lots, carefully drawn building and zoning restrictions, elevated land (most people do not realize that it is really as high as the topmost floor of the Filipinas Life Building), cool breezes. Transportation is by motorcar or bus.

We had a long discussion with Singson-Encarnacion, Jr. about his subdivision, and the real estate picture in and around Manila in general, and were greatly impressed with his program of building homes in the tract, as he outlined it to us. The Balintawak Estate Subdivision, has taken full advantage of the tremendous capital to which it has access, and builds homes to suit the plans and taste of purchasers, selling them on remarkably low monthly payments which in most cases are actually lower than rent. We looked at several pictures and architects' plans of houses which have been built or are contemplated, and found it hard to believe that such houses could be built and sold on the terms which he named to us.

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