

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.

INSURANCE

For Every Need and Purpose

WORKMEN'S
COMPENSATION
PUBLIC
LIABILITY
AUTOMOBILE

FIRE
MARINE
ACCIDENT
PLATE GLASS

ATLAS ASSURANCE CO. LTD.
CONTINENTAL INSURANCE CO.

THE EMPLOYER'S LIABILITY
ASSURANCE CORPORATION LTD.
ORIENT INSURANCE COMPANY

INSURANCE COMPANY OF NORTH AMERICA

General Agents

E. E. ELSEY, INC.

Telephone 2-24-28 — MANILA — Kneidler Building



OXY-ACETYLENE
Welding & Cutting Equipment

Philippine Acetylene Co.

281 CALLE CRISTOBAL, PACO
MANILA, P. I.

It is difficult to see how a person could ever regret buying real estate in this present period of high rents and housing shortage. Even those who are unsure of their plans, or how long they may remain in the Philippines could scarcely lose, since a well-built house in a good subdivision should have a ready sale value.

Whether or not President Quezon proceeds with his plan to incorporate outlying areas within the boundaries of Manila, it is plain that the city itself is practically sold-out, as far as homes go. The city must therefore grow toward the subdivisions, as rising real estate sales figures in almost every subdivision show.

Juan Luna Subdivision: This Gibbs property in Tondo, offering low-priced lots to low-income families seeking "a home of their own," reports near-record sales this year. Last month the Journal reported A. D. Gibbs, Jr.'s plan to erect a model home in the area, which will serve as a branch office and also as a practical example of what the company will build for responsible buyers. This model house has been completed, and we reproduce a picture of it elsewhere in this section.

Data on Flotation Methods

By Robert Lord, Metallurgist *

Selective Flotation—Selective flotation is the separation of one sulphide mineral from another in the form of separate concentrates, or the flotation of one mineral while others are depressed into the tailing, un-floated. These separations are never perfect but are sufficiently so to be economic and many ores containing more than one mineral (for example, lead and zinc) which by bulk flotation would yield a mixed con-

centrate of little value, may become profitable ores when separate concentrates of the minerals are produced by selective flotation.

In practice, taking as an example a sulphide ore containing lead, zinc, iron, and also gold and silver, a lead concentrate is first floated containing as much of the lead, gold and silver as possible with a minimum of the zinc by establishing conditions favorable to lead flotation and unfavorable to flotation of the zinc. Next, the zinc is floated as a zinc concentrate containing a maximum of the zinc and a minimum of the iron by establishing conditions favorable to zinc flotation and unfavorable to iron flotation. Finally, the iron is floated by establishing conditions favorable to iron flotation.

In many large copper flotation operations the bulk of the pyrite or other sulphide iron is depressed into the tailings. These operations are sometimes considered bulk flotation because only one concentrate is produced. Such operations properly should be considered as selective flotation from the fact that the iron minerals depressed into the tailings could be floated as separate iron concentrates if there was any object in so doing.

Selective flotation depends generally on the natural order of flotability of the sulphide minerals (for instance, copper and lead float naturally more readily than zinc and iron). This difference is emphasized by addition of certain chemical reagents. A great deal of progress has been made in selective flotation since about 1922. This progress has been largely due to the introduction of cyanides as depressants, to the introduction of chemical collecting com-

pounds, and also to recognition of the fact that careful control of all factors involved is necessary.

Non-Metallic Flotation—This is the latest branch of flotation and consists of separating one non-metallic mineral from others, principally by employing soaps and fatty acids together with alkalies such as sodium silicates. Among the non-metallic minerals which have been concentrated by flotation are barite (barium sulphate), scheelite (calcium tungstate), fluorite (calcium fluoride), apatite (calcium phosphate), calcite (calcium carbonate), rhodochrosite (manganese carbonate), pyrolusite and psilomelane (manganese oxides). Manganese oxides and carbonate, also calcium tungstate, are classed with non-metallic minerals because their behavior to flotation is similar to true non-metallic minerals.

Non-metallic flotation resembles bulk flotation in that usually only one concentrate is produced and selective flotation in that usually reagents must be employed to retard flotation of other non-metallic minerals. The factors governing non-metallic flotation are not at present nearly as well understood as those influencing sulphide flotation.

Laboratory Investigation: The importance of laboratory investigation on representative samples cannot be too strongly urged. Both the importance of laboratory testing and the importance of representative samples for such testing are too often not fully recognized. Experience of many years has shown that the results of mill operation check closely with the results of laboratory testing when such testing is thoroughly and carefully conducted on representative samples.

CHARTERED BANK OF INDIA, AUSTRALIA AND GHINA

Capital £3,000,000
 Reserve Fund 3,000,000
 Reserve Liability of Proprietors 3,000,000

MANILA BRANCH ESTABLISHED 1872
 SUB-BRANCHES AT CEBU, ILOILO AND ZAMBOANGA

Every description of banking business transacted. Branches in every important town throughout India, China, Japan, Java, Straits Settlements, Federated Malay States, French Indo-China, Siam, and Borneo; also in New York.

The Bank's London Office undertakes Executor and Trustee business, and claims recovery of British Income-Tax overpaid, on terms which may be ascertained on application.

Head Office: 38 Bishopsgate, London, E. C.

C. E. STEWART, *Manager,*
 Manila

REAL ESTATE
 By P. D. CARMAN
 Boulevard Heights



October sales show a decided drop. The total for the same month last year was P3,430,207 which, however, was close to the highest known monthly record. October totals for the past five years were as follows:

1932	P 761,957
1934	1,048,704
1935	775,362
1936	3,430,207
1937	911,477

SANSHIN PLYWOOD SUPPLY

Lawan Sen. Oregon Pine
Douglas Fir Plywood

Telephone 2-91-08
 741 Echague

P. O. Box 1262
 Manila, P. I.

	Sales City of Manila	
	September 1937	October 1937
Sta. Cruz	P 105,637	P198,345
Sampaloc	76,370	174,689
Tondo	95,551	44,554
Binondo	394,307	64,750
San Nicolas	143,500	108,500
Ermita	21,800	113,706
Malate	344,680	69,075
Paco	57,400	30,673
Sta. Ana	132,258	18,091
Quiapo	70,912	38,275
San Miguel	—	31,053
Intramuros	—	—
Fandacan	—	1,160
Sta. Mesa	—	18,601
	P1,442,415	P911,477