INTERVIEW WITH MR. W. P. LAUFENBERG,
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Real Estate Sales - "Residential real estate sales have greatly improved during the past year, and we are now experiencing our first real market since 1929. Values shrank approximately 40% between 1929 and 1933. They have recovered materially since that time. A standard six-room residence in such districts as St. Francis Wood (A-10) and Monterey Heights (A-13), would have sold for $11,500 in 1929, for $6750 in 1933, and now has a market value of $7500 or more. In such districts as Westwood Highlands (A-13 and B-28), Forest Hill (A-7 and B-28) and Parkside (B-17-18-19-und 22), a standard six-room residence would have sold for $8,000 in 1929, $5,000 in 1933, and $5500 to $6,000 now. In such districts as Mission Terrace (B-31) and Geneva Terrace (B-32), these values would have been $6,000 in 1929, $4,000 in 1933, and $5,000 or more now. The above gradings coincide with relative sales resistance, except where affected by labor disturbances and the like."

New Construction - "Building is more active now than it has been for a number of years past, and there is quite a little construction going on in the districts west of Twin Peaks (A-10 and nearby areas) and in the Sunset District (B-15-16 and adjoining areas). There is also quite a little activity in the Mission (C-25 and 26 and adjoining areas) and Richmond District (B-1,2-3-4-5-6 and C-1 and C-2) and in some parts of the Western Addition (B-10-11-12-13 and C-7), with some apartment house building being done in the districts east of Van Ness Avenue. Building costs are 17% higher now than they were in 1933 and are about 80% of what they were in 1929."