INTERVIEW WITH MR. H. 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 resi­
dence would have sold for $8,000 in 1929, $5,000 in 1933, and
$6500 to $6,000 now. In such districts as Mission Terraces
(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."