Interview with Mr. Leo I. O'Brien, Assistant Secretary
Jamison-Foulke-Wiloughby Corporation,
Northern California Correspondent for Prudential Insurance Company of America

"Our firm makes loans for the Prudential Life Insurance Company in all the following counties:

San Francisco County  Santa Clara County
Alameda County  San Joaquin County
San Mateo County  Sacramento County

The comparative terms of our loans between 1929 and the present time are as follows:

In 1929 our interest rate was 5½% to 6%; our loan periods five, eight, and ten years and 200 months; our amortization requirements were ¾% per month on principal; and our commission and expense charges were 2½% plus surveys and appraisal, a fee of $16.00, and actual expenses.

Today our interest rates are 5% to 6½%; loan periods 10 years, 200 months, 20 years; our amortization requirements ¾% per month on principal; and commission and expense charges 1½% or less plus actual expenses.

The Security Area Map of San Francisco shown us is very interesting and, in general, conforms to our idea of the local situation. We have not followed the practice of graduating our loans according to districts, on the theory that appraised values take location into consideration. We might state, however, that we are making loans on maximum terms in all the 'green' and 'blue' areas shown on this map. With the exception of the 'blue' areas numbered 'B-33' and 'B-36', we are making no loans south and east of Mission Street. We are not making loans on residences over ten years of age except in the 'green' areas shown on the map. We are making loans up to 66 2/3% upon values shown by reports by independent appraisers.

There is a brisk demand for residential loans, but competition is awful. Banks and other insurance companies, in that order, are our chief competitors. Owing to the fact that we cull inquiries closely, rejection of formal applications does not amount to over 5%.

Ten percent of the loans which we are making now are construction loans, 20% are refinancing and recasting, the balance being new loans on existing properties. Fifteen to 20% of our loans are being made under FHA Title II to show our desire to