These figures, in addition to furnishing an interesting background, show a 40% rise in contractors' costs since 1933. Considering the narrower margin of profit charged by contractors in 1933 than at present, the advance in cost to the public is more than 50%.

In connection with the foregoing, the difference in standards of construction between California cities and those located in regions of greater climatic fluctuation, should be taken into consideration. Based entirely upon observation, it is stated that what is accepted as "standard construction" in California would be considered sub-standard in any northern state. In fact, owing to the lighter construction and a lack of "snugness", it is doubted whether a "standard house" in California would be habitable in the colder climate.

I. Detrimental Influences.

In the Area Descriptions care has been taken to describe any detrimental influences which particularly affect the territory in each area described. There are, however, certain influences which are detrimental to the city as a whole and a few which affect certain sections. Those which are general in character are as follows:

Earthquakes - It must always be remembered that San Francisco is in what the scientists term "an earthquake zone", being in proximity to one of the known "earth-faults". The greatest danger from earthquakes is the attendant evils of demolition and fire. These contingencies are carefully guarded against in San Francisco. In the construction of its office and public buildings, these dangers are given particular consideration. As a guard against fire, San Francisco has developed one of the most efficient and best equipped fire departments in the world. In addition to this, there are at irregular intervals broad streets and boulevards which in case of a general conflagration would act as fire breaks. Market Street and Van Ness Avenue are two of these; Funston Boulevard in the Richmond District and Sunset Boulevard in the Sunset and Parkside Sections; Mission Street and Bayshore Boulevard in