

AREA DESCRIPTION
(For Instructions see Reverse Side)

1. NAME OF CITY SUB*PHILADELPHIA- Main Line SECURITY GRADE A AREA NO. 9

2. DESCRIPTION OF TERRAIN. Level to rolling.

3. FAVORABLE INFLUENCES. Desirable residential section of better homes on larger lots. Good schools, transportation.

4. DETRIMENTAL INFLUENCES. None, except age of property which does not seem to effect general desirability.

5. INHABITANTS:

a. Type Brass. Professional men; b. Estimated annual family income \$ 3000. up

c. Foreign-born None; None %; d. Negro No; No %;
(Nationality) (Yes or No)

e. Infiltration of desirable; f. Relief families nominal;

g. Population is increasing slowly; decreasing _____; static.

6. BUILDINGS:

a. Type or types Singles-a few twins; b. Type of construction Brick-stone-frame;

c. Average age 1 to 40 yrs.; d. Repair very good

7. HISTORY:

YEAR	RANGE	SALE VALUES		RENTAL VALUES		
		PREDOMINATING	%	RANGE	PREDOMINATING	%
1929 level	\$11,000. -up	\$22,000.	100%	\$80. & up	\$150.	100%
1934-36 low	\$ 5,500. -up	\$11,000.	50%	\$40. & up	\$75.-\$80.	50%
June 1937 current	\$ 6,500. -up	\$12,000.	55%	\$50. & up	\$90.	60%

Peak sale values occurred in _____ and were _____ % of the 1929 level.

Peak rental values occurred in _____ and were _____ % of the 1929 level.

8. OCCUPANCY: a. Land 50 %; b. Dwelling units 100 %; c. Home owners 80 %

9. SALES DEMAND: a. Fairly good; b. singles-twins-\$10,000; ^{\$15,000.} c. Activity is Fair

10. RENTAL DEMAND: a. Good; b. Anything; c. Activity is Good

11. NEW CONSTRUCTION: a. Types Singles-twins; b. Amount last year 100 - 125 units.

12. AVAILABILITY OF MORTGAGE FUNDS: a. Home purchase Yes; b. Home building Yes

13. TREND OF DESIRABILITY NEXT 10-15 YEARS Static to upward.

14. CLARIFYING REMARKS: Mostly in Lower Merion Township - low taxes, although a good portion of the section is of considerable age, the entire area is considered the most desirable residential section of Philadelphia. Many large estates are mixed in the area and values on such are very high. Sections of the area are somewhat spotty, but the character of the entire section is extremely good. There is a substantial business district in Ardmore and a smaller one in Wynne.

15. Information for this form was obtained from SLOAN & LYNCH

Date June 16th, 193 7