Title: Baldwin & Howell Records,  
Date (inclusive): 1891-1974 (bulk 1891-1940)  
Date (bulk): 1891-1940  
Identifier/Call Number: SFH 17  
Identifier/Call Number: 967  
Creator: Baldwin & Howell  
Physical Description: 7 Cubic Feet (7 boxes, 1 flat file)  
Physical Description: (7 boxes),  
Contributing Institution: San Francisco History Center, San Francisco Public Library  
100 Larkin Street  
San Francisco, CA 94102  
(415) 557-4567  
info@sfpl.org  
Abstract: This collection documents the business dealings of Baldwin & Howell—a firm which specialized in realty, insurance, property management, leasing, loans, insurance, and appraisal. The records in the collection span the years between 1891 to 1974, but the bulk of the collection contains material from the 1890s to the 1940s. These records provide insight into the residential housing developments of which the Baldwin & Howell Company was a part, documenting the origins of many contemporary San Francisco, Bay Area, and Northern California neighborhoods.  
Collection is stored onsite  
Language of Materials: Collection materials are in English.  
Access  
Collection is open for research.  
Publication Rights  
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Preferred Citation  
[Identification of item], Baldwin & Howell Records (SFH 17), San Francisco History Center, San Francisco Public Library.  
Acquisition Information  
The Baldwin and Howell Records—amassed as part of the personal collection of Elfreda Menzel—were acquired at auction from PBA Galleries, San Francisco, in August of 2005. The map, “Plan of suggested Residence Park comprising area within Sutro Heights... 1910,” was not part of original gift, and is part of accession 2018-72.  
Processing History  
The collection had undergone some preliminary preservation when it was purchased by the San Francisco History Center: some documents and photographs were sleeved in polyester envelopes. San Francisco History Center staff interleaved the pages of the photo albums with acid free paper and put them in archival boxes. Conor Casey processed the collection in the spring of 2007. During the processing, items that had been individually foldered were consolidated with like items to reduce bulk, most metal fasteners were removed, some photographs were sleeved in PAT-passed polypropylene sleeves, and the collection was housed in archival-quality containers. In addition, some oversized materials and photographs were removed to appropriate storage. Finally, some materials that were obvious inclusions to the fonds from Elfreda Menzel were removed from the collection.  
History of the Firm of Baldwin & Howell  
The real estate firm of Archibald S. Baldwin (1858-1924) and Josiah R. Howell (1868-1916) was one of the most important residential development companies in San Francisco and the Bay Area between 1890 and 1940. Baldwin & Howell was instrumental in the development of such San Francisco neighborhoods as Westwood Park, Forest Hills, Presidio Terrace, Balboa Park, the Richmond / Sunset, Forest Hill, West Portal, and St. Francis Wood. The company was particularly active in the development of the western portions of San Francisco during the first quarter of the 20th century.  
The firm’s reach extended beyond San Francisco: it spearheaded residential developments on the San Francisco Peninsula in San Mateo and Burlingame. The company’s efforts extended to other areas of Northern California as well: It developed properties in the cities of Richmond, Clear Lake, and Sacramento.
The company that became Baldwin & Howell was founded in 1885 as the firm of McAfee & Baldwin. For a brief time around 1893, the firm was called McAfee, Baldwin, & Hammond. When Josiah Howell associated with the firm in 1897, the company incorporated and changed its name to Baldwin & Howell. In 1905, Howell became the first President of the San Francisco Real Estate Board. After the 1906 Earthquake, the company was one of the first to move to aggressively rebuild San Francisco’s decimated downtown area during the reconstruction era of 1907-1910. Throughout its history, the firm used a series of subsidiary companies to develop different housing tracts. Notably, under the name of the San Francisco Residential Housing Company, the company developed the neighborhoods of Westwood Park, Westwood Highlands, Monterey Heights, Mission Terrace, Geneva Terrace, and originated St. Francis Woods.

In 1910, Baldwin & Howell affiliated with Speck, Paschel & Company, thereby gaining Philip P. Paschel, who would become the firm’s president after Baldwin’s death in 1924. Also in 1910, longtime company vice-president Samuel Isralsky joined the firm. Josiah Howell died in 1916.

In 1937, Walter P. Laufenburg—who had been working for the firm since 1900—became the company’s president. Laufenburg was also president of the San Francisco Real Estate Board. By 1955, the company’s president and owner was George H. Thomas, Jr.. The company remained in business as a brokerage firm until 1999, when it was no longer listed in the San Francisco Phone Book. In that year, The Northern California Business Directory listed the firm at a Sacramento Street address, with less than five employees, and owned and managed by CEO Eugene Gillis. By 2000-2001, Baldwin & Howell was no longer listed in the directory, but the Office of the County Clerk listed Eugene Gillis as the firm’s owner from a Pacific Avenue address as late as November 2003.

Series Description
Series I: Office Files 1891-1968 is comprised of Baldwin & Howell’s office files and contains company histories, minutes of board of director meetings, financial ledgers and business correspondence, stock certificates, and other information related to the firm’s overall business dealings. This series is divided into subseries by company functions, area of activity, and thereafter chronologically: Subseries A: General Office Files; Subseries B: Financial Records; and Subseries C: Legal Records.

Series II: Project Files, 1894-1974 is comprised of financial ledgers, correspondence, and other materials relating to distinct development projects in which Baldwin & Howell was involved. These range from the purchase and appraisal of single buildings to the construction and sale of entire housing tracts. This series is broken into subseries and arranged by size of property, geographical proximity to San Francisco, and thereafter chronologically: Subseries A: Buildings (San Francisco); Subseries B: Blocks (San Francisco); Subseries C: Developments (San Francisco); Subseries D: Developments (Peninsula); and Subseries E: Developments (Northern California).

Series III: Photographs, ca. 1905-1974 (Bulk 1910s-1920s) is comprised of photographs of various properties and residential developments with which Baldwin & Howell were involved. They document the construction and final states of various residences throughout San Francisco and Northern California. This series is broken into subseries and arranged by size of property, geographical proximity to San Francisco, and thereafter chronologically and is comprised of: Subseries A: Company History Photographs; Subseries B: Buildings (San Francisco); and Subseries C: Residential Developments. Photographs are housed with the San Francisco Historical Photo Collection; see separate hours for viewing (See note in “Access” section above).

Series IV: Maps, Building Plans, and Oversize Ephemera ca. 1910-1948, is made up of various maps of housing developments and properties that Baldwin & Howell owned or had business dealings regarding. In addition, this series contains the plan for the Insurance Exchange Building, on California Street at Liedesdorff. Another segment contains two Oversize ephemera items: a Baldwin & Howell poster parodying municipally owned railroads and George Thomas, Jr.’s certificate of election to the Governing Council of the American Institute of Real Estate Appraisers. This series is sub-divided by format into Subseries A: Maps; Subseries B: Building Plans; and Subseries C: Oversize Ephemera and arranged chronologically within these units.

Arrangement
The material has been arranged into four series: Series I: Office Files, 1891-1968; Series II: Project Files, 1894-1974; Series III: Photographs, ca. 1905-1974; and Series IV: Maps and Building Plans, ca. 1910-ca. 1933. Series are subdivided by company activity, document format, or geographical scope.

Subjects and Indexing Terms
Land use -- California -- San Francisco Bay Area -- History.
Real estate development -- California -- San Francisco -- History.
Cities and towns -- California -- Contra Costa County -- History.
Real estate business -- California.
Cities and towns -- California -- San Francisco County -- History.
Cities and towns -- California -- San Mateo County -- History.
Suburbs -- California -- San Francisco Bay Area.
Land subdivision -- California -- History.
Howell, Josiah R., 1868-1916
Davis-Schonwasser Building (San Francisco, Calif.)
Cluett Building (San Francisco, Calif.)
Baldwin, Archibald S., 1858-1924
Baldwin & Howell
Sloane Building (San Francisco, Calif.)
San Mateo Improvement Company
Russ Building (San Francisco, Calif.)
Residential Development Company of San Francisco
MacDonough Building (San Francisco, Calif.)

Bibliography
Additional information about Baldwin & Howell's role in real estate development in Northern California may be found in the following resources:
Stanger, Frank M. *From Suburb to City; 50 Years in Burlingame*. Burlingame, CA: San Mateo County Historical Association/ La Peninsula, California 1958.

Series I. **Office Files, 37589 1891-1968**

Physical Description: 1 cubic ft. plus 5 bound ledgers.

Scope and Content
Series I: Office Files 1891-1968 is comprised of Baldwin & Howell's office files and contains company histories, minutes of board of director meetings, financial ledgers and business correspondence, stock certificates, and other information related to the firm's overall business dealings.

Arrangement
This series is divided into subseries by company functions, area of activity, and thereafter chronologically.
Subseries A: **General Office Files 37617 ca.1912-1960**

Physical Description: 1 cubic ft. plus 6 scrapbooks

| box 1, folder 1                | Philip Paschel articles on real estate development, 37622 ca. 1917 |
| box 1, folder 2                | Board of Directors Meeting Minutes, 37621 1912, 1950-1953          |
| box 1, folder 3                | Correspondence, Business Documents, and Ephemera, 37620 1910-1948 |
| box 1, folder 4                | Baldwin & Howell History, 37619 1936, ca. 1950s                    |
| box 1, folder 5                | Bay Bridge, 37618 1926-ca. 1930                                   |

Subseries B: **Financial Records 37592 1897-1939**

Physical Description: 9 folders plus 13 ledgers

| box 1, folder 6                | Taxes, Part 1:37611 1917-1925                                     |
| box 1, folder 7                | Taxes 37616 1917-1918                                             |
| box 1, folder 8                | Taxes 37615 1919-1925                                             |
| box 1, folder 9                | Taxes 37614 1922-1923                                             |
| box 2, folder 1                | Taxes 37613 1924-1925                                             |
|                                | Tax Returns and Financial Ledgers from Trust & Kleinsorge Ice Cream and Candy Store 728 K Street and 917-919 6th Street Sacramento, CA; 1750 Mission Street San Francisco, 37612 1919-1925 |
| box 1, folder 11               | Auctions, Property Sales, and Appraisals Part 2:37606 1897-1929  |
|                                | Record of Sales Baldwin & Howell, 37610 Jan. 1, 1897-Dec. 1902    |
|                                | Scope and Contents note                                          |
|                                | Contains property description, purchaser, price, and address.    |
| box 1, folder 12               | Auction Sales Baldwin & Howell, 37609 March 25, 1909-1923         |
|                                | Scope and Contents note                                          |
|                                | Contains lot, block, address, price, deposit, and name of purchaser, remarks, and information on Dingee Park, Redwood City; and Sutro Estate Auction. |
| box 1, folder 13               | Appraisement and Estimates Ledger, Renting and Leasing Propositions, 37608 June 1911-Aug 5, 1922 |
|                                | Scope and Contents note                                          |
|                                | Contains correspondence and materials relating to activity and building-level descriptions of appraised worth of a property. |
| box 1, folder 14               | Appraisals Properties of the California Transit Company and Pickwick Corporation Value as of June 10, 1929 37607 June 10, 1929 |
|                                | Scope and Contents note                                          |
|                                | Includes land all over California, with sketch maps.             |
| box 1, folder 15               | Stock, Part 3:37595 1908-1949                                     |
| box 1, folder 16               | Stock Share Dealings, 37605 1908-1939                             |
| box 1, folder 17               | Stock Shares, 37604 1908-1948                                     |
| box 1, folder 18               | Stockton Development Company Stock Certificates, 37603 1910-1924  |
| box 1, folder 19               | Residential Development Company of San Francisco Stock Certificates, 37602 1912-1949 |
| box 2, folder 2                | Residential Development Company of San Francisco Assessment Book Baldwin & Howell, 37601 July-August, 1913 |
| box 2, folder 3                | Residential Development Company of San Francisco Stock Certificates 1-100, 37600 1911-1915 |
| box 2, folder 4                | Residential Development Company of San Francisco Stock Certificates 101-200, 37599 1915-1933 |
| box 2, folder 5                | Residential Development Company of San Francisco Stock Certificates, 101-200, 37598 undated |
Residential Development Company of San Francisco Dividend Book, 37597 April 1928-March 1930

Copeck Oil Company, 37596 1915
Scope and Contents note
Stock certificates and correspondence relating to Baldwin & Howell's interest in Copeck Oil Company.

Cash Book Part 4: 37593 1923-1924
Cash Book, 37594 1923-1924

Subseries C: Legal Records 37590 1929-1933
Physical Description: 1 folder

Court, Estate, and Probate Records, 37591 1929-1933

Series II: Project Files, 37566 1894-1974
Physical Description: 8 files, 9 ledgers

Scope and Content
Series II: Project Files, 1894-1974 is comprised of financial ledgers, correspondence, and other materials relating to distinct development projects in which Baldwin & Howell was involved. These range from the purchase and appraisal of single buildings to the construction and sale of entire housing tracts.

Arrangement
This series is broken into subseries and arranged by size of property, geographical proximity to San Francisco, and thereafter chronologically: Subseries A: Buildings (San Francisco); Subseries B: Blocks (San Francisco); Subseries C: Developments (San Francisco); Subseries D: Developments (Peninsula); Subseries E: Developments (Northern California)

Subseries A: Buildings (San Francisco) 37584 ca. 1910s-1947
Physical Description: 4 folders

1958 Vallejo Street, 37588 1934
Alexander Building announcement and Owl Drug Company lease in building announcement, 37587 undated

Russ Building, investment in the Russ Building Company, Annual Reports of Russ Building Company, Correspondence Relating to, 37586 1926-1944

The White House? Post and Grant Streets, San Francisco, 37585 1947

Subseries B: Blocks (San Francisco) 37579 ca. 1891-ca.1907
Physical Description: 4 ledgers

Abstract of Title and List of Incumbrances on Block Bounded by Grove, Laguna, Ivy, Western Addition, 37583 (ca. 1894)

Abstract of Title and List of Incumbrances on Block Bounded by Union, Front, Commerce, and Battery Streets Simpson & Miller Examiners of Deeds Searchers of Records, San Francisco January 5th 1891 Vol. 9, p. 62; 37582 January 5, 1891

Sacramento and Presidio Property San Francisco, 37581 October 5, 1904
Scope and Contents note
Includes Sub.[Western Addition] Block No. 623 (Sacramento and Presidio) San Francisco, October 5, 1904 and documents and correspondence relating to the property.

Commercial Block, California and Front Streets, San Francisco, 37580 ca.1907
Subseries C: Developments (San Francisco) 37572 1911-1956

Physical Description: 5 ledgers, 1 folder

box 3, folder 9
Record of Sales Mission Terrace, San Francisco, 37578 1911-1923
Scope and Contents
Contains date, lot, block, purchaser, address, first payment, mortgage, financial terms of purchase, and the solicitor, date closed.

box 3, folder 10
Westwood Park, San Francisco, 37577 1916
box 3, folder 11
Mission Terrace, San Francisco Correspondence, 37576 1923
box 3, folder 12
box 4, folder 1
box 4, folder 2
Thomas Bros. Block Book of San Francisco Vol. 16: Excelsior, Crocker Amazon 37573 undated
Scope and Contents note
Ledger includes University Extension, University Mound, Visitation Valley, West End, and "Sunnyvale" (A southeastern San Francisco neighborhood; possibly in the Sunnyside or Bernal Heights districts).

Subseries D: Developments (Peninsula) 37570 1916-1945

Physical Description: 1 ledger

box 3, folder 13
Appraisal as of December 10, 1916 of 525.4 Acres in Hillsborough San Mateo County, California Belonging to Provident Securities Company Appraised by Philip P. Paschel Harry C. Jenkins, 37571 April 20, 1945
General note
Contains a fold-out fabric-backed map of lots.

Subseries E: Developments (Northern California) 37567 1909-1930

Physical Description: 1 ledger

box 3, folder 14
Pullman Park, Richmond, California, 37569 1909-1914
Buckingham Park, Clear Lake, California, 37568 1930

Series III: Photographs, 37544 ca. 1905-1974 (Bulk 1910s-1920s) 1910-1930

Physical Description: 5 folders, 10 ledgers
Scope and Content
Series III is comprised of photographs of various properties and residential developments with which Baldwin & Howell were involved. They document the construction and final states of various residences throughout San Francisco and Northern California.
Arrangement
This series is broken into subseries and arranged by size of property, geographical proximity to San Francisco, and thereafter chronologically and is comprised of: Subseries A: Company History Photographs; Subseries B: Buildings (San Francisco); and Subseries C: Residential Developments.

Subseries A: Company History Photographs 37564 1906-1974

Physical Description: 1 folder
Box 5, folder 1

Baldwin & Howell Company History Photos, 37565 1906-1974

Subseries B: Buildings (San Francisco) 37558 ca.1890-ca.1920
Physical Description: 5 ledgers

Box 5, folder 3

MacDonough Building, Northeaster corner of Sutter and Grant Ave., MacDonald and Dean, architects 37563 undated

Box 5, folder 4

Northeast corner of 4th and Welsh Streets, 37562 December 1905

The Cluett Building, Northeast corner of Howard Street and Howard Court between 4th and 5th Streets MacDonald and Dean, Architects 37561 undated

General note
Caption: “Kindly return to Baldwin & Howell 1692 Fillmore Street

Box 6, folder 1

Davis-Schonwasser Building, Macdonough Estate Company, Owner, 37560 ca. 1908

Scope and Contents note
With 25 photographs of the construction of the building at Sutter and Grant streets in 1908.

Box 7, folder 1

Sloane Building (San Francisco), 1908 Emma Rose, Owner; 37559 1908

Scope and Contents note
29 photographs of the construction of the Mission Street building, 1908.

Subseries C: Residential Developments 37545 ca. 1900s-1940s
Physical Description: 8 ledgers, 1 folder

Residential Developments (San Francisco) Part 1:37551 ca. 1905-1939

Box 7, folder 2

Presidio Terrace (San Francisco), 37557 ca. 1905-1915

Scope and Contents note
Album; 34 photographs of houses and neighborhood.

Box 7, folder 3

Estate of Adolph Sutro, Deceased. Appraised by A.S. Baldwin, 37556 March-April, 1910

Scope and Contents note
Album; 47 leaves printed on rectos only, plus 62 original silver photographs (5 of them fold-outs), of the vast real estate holdings of Adolph Sutro, mostly in San Francisco but a few outside.

Box 5, folder 6

Westwood Highlands 37555 undated

Scope and Contents note
94 photographs of residences, some under construction, and the land being cleared.

Box 6, folder 2

Westwood Park, 37554 undated

Scope and Contents note
With 83 photograph of residences, some under construction.

Box 6, folder 3

Westwood Park, 37553 undated

Scope and Contents note
With 23 photographs.

Box 6, folder 4

World’s Fair, San Francisco, 1939 Baldwin & Howell model home. 37552 1939

Residential Developments (Peninsula) Part 2:37548 ca. 1909-ca. 1930

Guide to the Baldwin & Howell Records 1891-1974 (bulk 1891-1940) SFH 17
Redwood City and Dingee Park, 37550 ca. 1909
Scope and Contents note
Album; 35 photographs of newly built residences, also the 1909 auction of building sites conducted by Baldwin & Howell and the train station.

San Mateo, 37549 undated
Scope and Contents note
54 photographs of residences, etc., also the train station, with a map of Hayward Park, Subdivision Three.

Residential Developments (Northern California) Part 3: 37546 undated
Projects: 37547 undated
Scope and Contents note
66 small photographs of houses in Oakland, Sacramento and San Francisco, with several typed pages describing the different types, also a blueprint.

Series IV: Maps, Building Plans, Oversize Ephemera, 37528 ca. 1910-1948
Physical Description: 1 folder, 7 maps, 3 oversized items.
Scope and Content
Series IV is made up of various maps of housing developments and properties that Baldwin & Howell owned or had business dealings regarding. In addition, this series contains the plan for the Insurance Exchange Building, on California Street at Liedesdorff. Another segment contains two Oversize ephemera items: a Baldwin & Howell poster parodying municipally owned railroads and George Thomas, Jr.'s certificate of election to the Governing Council of the American Institute of Real Estate Appraisers.
Arrangement
This series is sub-divided by format into Subseries A: Maps; Subseries B: Building Plans; and Subseries C: Oversize Ephemera and arranged chronologically within these units.

Maps and Project Descriptions: Western San Francisco Neighborhoods, 37543 1914, 1921
"Map of Forest Tract and San Miguel Ranch Showing Lands Owned by Estate of Adolph Sutro deceased with projected avenues throughout the same and referred to in the report of A.S. Baldwin May 1910. Map drawn and areas computed by John M. Punnett, Civil Engineer and Surveyor." 37542 1910
"San Francisco's Water Front: Only 18 percent of San Francisco's Water Front is Now used?82 percent is Still Undeveloped" 37541 undated
General note
Shows property owned by the state, property owned by state and improved with modern concrete work, property owned by state with wooden construction, what can be done by the state to improve the property then owned (primarily constructing piers and docks), and property then owned by the city.

"Plan of suggested Residence Park comprising area within Sutro Heights and adjacent lands owned by the Estate of Adolph Sutro deceased and referred to in the Report of A. S. Baldwin May, 1910... Drawn by John M. Punnett, Civil Engineer and Surveyor... Scheme B... Map No. 7" 1910
"Map of Presidio Terrace Baldwin and Howell Agents 318 Kearney St. San Francisco Cal." 37540 ca. 1908
General note
Annotated with lot buyers and selling price listed, including many prominent San Francisco residents

"Map of City of San Mateo Town of Burlingame and surrounding properties showing also public and private roads compiled by Davenport Bromfield C.E. 1906. Tracing made in office of W.C. Hammett, April 2nd, 1915." 37539 1906-1915
"New Relief Map of San Francisco and Vicinity Harr Wagner Publising Co. 149 New Montgomery Street, S.F." Back: "City and County of San Francisco Main Office Baldwin & Howell" 37538 ca. 1900-1925
General note
Annotated with July 1925 districts with populations.

"Comparative data for Lake Merced Lands" 37536 ca. 1930s
Scope and Contents note
Map of subdivisions and acreages sold

Three Connected maps: M-4027, M-4028, M-2049 "State of California Department of Public Works San Francisco-Oakland Bay Bridge San Francisco Approach Property Maps Feb. 7, 1933" 37535 ca. 1930s
Scope and Contents note
Shows the impact of the Bay Bridge on Baldwin and Howell properties

Subseries B: Building Plan 37532 1909
Physical Description: 1 connected oversize item

"Building plans for The Insurance Exchange, Southeast corner of California and Leidesdorff, Willis Polk & Co. Architects 1909" Published by Dakin Publishing Company 37533 March 29, 1913
Scope and Contents note
Several sheets of architectural plans for Insurance Exchange Building's basement, first, mezzanine and third floors.

Subseries C: Oversize Ephemera, 37529 1901-1946
Physical Description: 2 oversize items

Poster: Political cartoon "The Street Railways Should be Owned and Operated by the City", 1901. Published by Baldwin & Howell 37531 undated
Scope and Contents note
Poster parodying municipally owned railways and mentioning Baldwin and Howell, McAfee Brothers, and other real estate companies and the Geary Street Electric Road.

George H. Thomas, Jr. Certificate of election to the American Institute of Real Estate Appraisers, 37530 1946