declined in 1932 and 1933, up again in 1934 and down in 1935. More transfers were recorded in 1936 than in any one year since 1927 and from indications of the first seven months of 1937 it will show the largest number of recorded transfers since 1927.

Of the nine real estate brokers submitting questionnaires one stated that they were doing 60% of the business done during the 1926 peak year, but the eight others ranged from 10%, the lowest estimate, to 30%, the highest. The average of the nine is 25%. Only three made comparisons with 1929, one stating 80%, one 90% and the other 100%.

2 - Type of Property.

Real Estate brokers made various answers to this question, but a summation of the situation indicates that types mostly in demand are the small modern single family residence, not over $7500, and the larger dwellings located on main thoroughfares leading into and out of the city to be used as tourist homes. There is also a slight demand for the higher priced properties but this is limited.

High pressure salesmanship and elaborate sales promotion programs do not appear to be used, it is largely finding the prospect who has the money with which to buy and then getting the property which will suit him.

3 - Neighborhoods.

Area descriptions indicate that sales activity is good in areas A-2, A-3, B-1, B-5, B-6, B-7 and B-9; fair in areas B-2, B-3, B-4, C-1, C-2, C-3, C-4, D-1 and D-3, and no activity in B-8, B-10, D-2 and D-4.

4 - Terms of Sale.

One bank does not own any real estate and therefore has no organized sales program. The other bank wants 25% down payment, balance amortized 20% each year and drawing interest at 6%.

The Federal Savings & Loan Association has not acquired any property and has no organized sales program. It has only been open for about sixteen months.

One Insurance Company requires 10% down payment, balance drawing interest at 6% per annum, and amortized at the rate of 1% per month.