Mr. Millan said: "In selling real estate we employ brokers exclusively and give them all the sales-aids possible. In making our prices we are governed largely by the amount which we have invested in the property on the theory that on a rising market we would be foolish to take unnecessary losses. The average residence is today selling at 40% less than in 1929. A graph on medium-priced dwellings would run 100% in 1929; 50% in 1933 and 60% in 1936. Sometime ago we made a survey of our holdings and made prices upon them and are allowing the market to rise to the values we placed at that time. When liquidation is completed on this basis we will have suffered no losses. When we feel that the time is ripe to place one of our properties on the market we recondition it fully before listing it with the brokers and add the cost to the selling price of the property.

Our experience is that the most active market is in five- and six-room houses which will sell for $3500 and that sales are more active in East San Diego than elsewhere in the city.

We follow the practice of renting our properties and our experience has been very satisfactory and since the spring of 1934 we have had very few vacancies. Low-priced properties have proved more satisfactory than the more elaborate dwellings. A residence which rented for $25 in 1929 got down to $15 in 1933 and 1934 and is now again renting for $25, whereas a property renting for $50 in 1929 decreased to $30 and is now renting at $40, and the differential in the still higher-priced residences is even more marked.

Building-costs are now about the same as in 1929, being $3.50 per square foot for good, plain construction in the bungalow type. The per-square-foot cost of these structures went to $3.00 in 1932 and 1933."