From Carmel Highlands to Seaside, the Monterey peninsula has entered an era of development which will not stop until all of the choicest lots and acreage will be occupied by homes. Now is the opportune time to purchase land and build your own home. Values are far below those in other parts of California considering the wonderful advantages and future of this section. It is far cheaper to own your own home than to rent one.
The merchants whose ads appear on this page will gladly furnish you "gratis" all kinds of information that will show you "How to Build Economically."

Certain-Teed Paint

Lives up to all the good things said about it. QUALITY like that in Certain-teed never disappoints. You can see the quality when you stir it—it has body. You can feel the quality when you spread it—it spreads so easily and covers so much more surface than you expect.

CERTAIN-TEED paint has to be good, because it has to live up to the Certain-teed reputation.

Saves you money too, because each color is made and sold on a cost plus basis. See us before painting—it will pay you.

Complete stock of Certain-teed Paints, Varnishes, Shingle Stains, Roof Coating, Roofing Paper, Insulating Paper, Deadening Felt, Sheathing Paper, Blue Plaster Board.

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WARM, GLOWING, OXO HEAT

No Smoke, No Ashes, No Soot, No Dust---Use

Oxo Gas Heaters

Cost Only 15 Cents Per Day

If you will have the OXO appliances installed in your home you will save more than enough in your fuel bill to pay for them, as compared with wood or coal.

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The largest stock of high grade wall papers between San Francisco and Los Angeles, at prices that mean tremendous savings.

If in need of wall paper from bath room to reception room, you will find here an assortment that is extraordinary in quality, distinctiveness and price—We ask you to make comparisons

Holman's Down-Stairs Store

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Buy your building material, doors and windows, and mill work here and save money, and patronize home industry at the same time. We handle everything the home-builder requires including

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THE HOME BEAUTIFUL

No two people have the same ideas in the designing and building of a home. That is the reason it is wise to consult an expert when you are ready to build. The many homes I have designed and built on the peninsula are distinctive and different. It will be a pleasure to show them.

Percy Parkes

Carmel-by-the Sea — DESIGNER AND BUILDER — Phone 601-W-3

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