

The Natalya Point Beach House above was one of 22 homes winning awards of merit for outstanding architecture. The house is owned by Dr. and Mrs. Ernest Nelson Moore. Anshen and Allen of San Francisco were the architects and it was constructed by Thomas Mill of Salinas. Five first honor awards and the merit awards were voted by a Jury of Awards in the American Institute of Architects' 7th annual competition for Outstanding American Architecture. Photographs and details of the selected buildings will be on display at the A/A convention in Minneapolis June 20-24.

U.S. Building Boom Due to Continue, Says Housing Almanac

The 10 millionth post-war home will be constructed in 1955 and American builders have now raised their sights to a new goal of 20 million.

For six consecutive years more than a million houses have been constructed, with a new high of 1.4 million reached in 1954, according to the "Housing Almanac" published by the National Assn. of Home Builders.

Prospects for future building activity are even greater, the almanac said. "The Department of Commerce and Labor in a joint report issued in November of 1954, predicted that 1955 new construction activity of all kinds would be $274 billion."

The almanac warned, however, that the international situation, which exercises a strong influence on the American economy, is subject to sudden and serious change.

Sharper Competition

It said there were indications that the already brisk competition for the construction dollar would be sharpened in 1955, but the housing industry has the advantage that millions of Americans want to improve their housing status.

Options varied as to where the emphasis in price class would fall in 1955. Some authorities felt that better sales possibilities existed in low-cost housing, under $10,000, and in the over $15,000 bracket.

Other experts predicted that medium and higher priced homes would be the most popular because of better financing available under the 1954 Housing Act which makes it easier to buy a more expensive house, and the anticipated rise in spendable consumer income.

"With labor, material and land costs still pushing upward, the almanac said housing costs in 1955 would be as high, if not higher than 1954.

Vital Factor

An important factor is the cost of government. "It has been estimated that more than 600 separate taxes are involved in a new home and the Tax Foundation of New York estimates that at least one-fifth of the cost of a new house goes to pay federal, state and local taxes," the almanac said.

The almanac listed four reasons for predicting a lively market in 1955:

1—A continuing satisfactory supply of credit for home building.

2—Beneficial effects of the Housing Act of 1954 including liberalized credit aids for non-veterans, new mortage insurance programs and the voluntary mortgage credit program.

3—The veterans market. The Veterans Administration predicts that some three million veterans will obtain GI home loans before the respective programs end.

4—A shift of families from the lower into the middle income bracket. In recent years the proportion of families in the $3,000 and below income bracket has decreased sharply. There have been increases in both the $3,000-$5,000 and the $5,000-$10,000 brackets.

$90,000 Office Building Due For Monterey

Construction of a two-story building on the rear portion of the Bennett Motor Co. parking lot, directly across the street from the Casa Munras, will be let within 90 days.

Announcement of the new structure was made by S. J. Nickels, Monterey realtor who is leasing the property from Robert Quigley. Total cost of the building and site will be about $90,000, Nickels said.

Designed with a shake roof, stucco finish and brick planters in front, the building will have an area of 5,400 square feet and be styled similar to the Casa Munras.

The ground floor will include rooms for six stores and offices, some of which have already been leased, according to Nickels.

Work on the project was delayed because he had hoped to find one tenant for the entire upstairs section but Nickels now plans to divide the space into additional offices.

Parking space for 22 cars will be provided. An overhanging balcony is included in the plans for the front and back entrances to all shops.

Fearful Earwigs Can Be Licked

If the earwigs ever entrench themselves into your home and garden you might as well turn in your Air Raid Warden badge, tool in your Scout Merit badge, and any other medals of valor lying about the house. This insipid insect calmly moves into action, propagates the earwig race, and establishes a thriving, happy community of eager little earwigs, all set to use their pincer-like claws on anything green and tasty! Nature takes it course . . . and a few more courses that you haven't taken . . . and soon there's an army of earwigs in house and garden that defies description.

A slim, brownish-black, beetle like insect about three-fourths of an inch long, the eccentric earwig plays the role of cloak and dagger during the daylight hours, only to shuffle forth at night in search of garden greenery and household munchables. When he tires of this vegetarian diet, he may come and eat his wife and a few children just for variety. But, unfortunately, the earwig tires of these cannabalistic capers and soon returns to his pesty pastime of crunching down the garden, instead of his family.

Worst in Spring

Earwigs are at their bestial worst during late spring, but their activities continue unabated until fall. They run rampant whenever there is darkness and moisture in the garden spot. Most often, they will be found gaily setting up a picnic site in the lettuce, dahlia, or rose areas. Where the night's "haul" has been especially rewarding, earwigs have been known to exude a liquid that has a tar-like odor just for sheer delight over the entire escapade.

"You dirty critters — I'll get you!" has often been the cry of many a modern gardener as he stomped through tattered gardenbeds . . . and less violent-minded greenthumbers have been known to turn flower pots upside down stuffed with newspapers as traps to lure the earwig. Unfortunately, the earwig cannot hear lusty threats and he has developed an uncanny dislike for reading matter.

One of the most successful ways to fight the earwig is to depend on such efficient chemicals as chlordane sprays or dusts, Isotox, Ortho-Klor 44, 2 chlordane spray, and all-purpose lindane combinations. These should be applied in damp, shady areas, around and under rocks, boards and similar places, alley ways, rubbish heaps, alongside the foundations of houses, and all of the spots where the earwigs may tend to congregate.

The easiest way to apply liquid material is with one of the handy garden sprayers, like the lawn sprayer, which attaches to the end of your garden hose.

Actually, a special "week" should be reserved for a coordinated campaign among all the neighbors to "beat the earwigs." It honestly requires cooperative efforts of the entire neighborhood to lick them. By pooling the efforts of all householders, an effective barrage will soon liquidate them.

Keeps Pail Dry

A paper plate in the bottom of the kitchen garbage pail will help keep it dry and clean.

Checklist for Gardeners on The Peninsula

1—Most nurseries are now offering tuberous begonia plants which can be transplanted into the garden.

2—There is no need for gladiolus to be ruined by thrips. Your nurseryman can recommend an effective dust or spray.

3—Start fertilizing acid plants such as rhododendrons, azaleas and camellias now with a good acid plant food.

4—For healthy roses, adopt a regular spray program . . . once each week.

5—A blooming plant makes an ideal Mother's Day gift. What could be more welcome than a fragrant rose in full bloom!

New Products

NEW YORK (U.P.) — The mustard for your hot dog comes tailor-made in a new single-portion pouch of cellophane coated with polyethylene plastic.

The flexible, handy package can also be used to serve up ketchup for a hamburger or various sauces and jellies.

It eliminates food waste and speeds service at hot dog stands and restaurants. And you don't have any mustard jar worries.

You simply tear open the heat-sealed "Cellothene" film and squeeze the mustard over your hot dog. (Custom-Pak, Inc., Cincinnati, O.)

A steel and porcelain screen for drive-in theaters spelld less eye-strain for moviegoers by boosting light intensity.

The "Reflectroscreen" contains tiny glass beads fused to the surface of white porcelain enamel.

The screen also improves the visibility of films shown in rainy weather. It comes in steel-backed panels measuring two feet by five feet. (Bettinger Corp., Waltham, Mass.)

Here's good news for gardeners: a product that builds and conditions the soil as it fertilizes. "Clorion" contains nitrogen, phosphorous and potassium, as well as a specially-processed carbon humus.

It also contains trace mineral elements and calcium which acts as a liming material.

The humus transforms into plant food rapidly and leaves a residue in the soil. Thanks to its ability to retain moisture, Glorion cuts down the draining off process in clayey soil.

Gardeners, nurserymen, fruit-growers and farmers can adapt it to their specific purposes. By restoring humus, trace mineral elements and calcium to the earth, the granular, grey-black product boosts crop yield. (Soil Builders International Corp., New York City.)

Settled Look

It enables you to impart an established and settled look to your property. Not the least, of course, is the fact that you enjoy early spring color in blooms, cooling green foliage all summer, and then vivid fall effects later in the season.

Laursen points out that he is interested primarily in giving comfortable effects to his clients, most of whom are in the average class. Nothing fancy, no big estates. Yet Laursen stoutly opines that it is smart economy in the long run to spend a little money and buy several established trees. These, of course, can be moved easily any month of the year.

Answer to Ants

If you read your April issue of Better Homes & Gardens closely, you probably saw the terrific idea for stopping unsightly ant hills on your lawn.

The magazine showed a close-up picture of a lawn mower handle with a handy bottle of chlordane in a holder made from a tin can. The holder was wired very simply to the handle.

The idea is this: as you mow, you keep an eye cocked open for ant hills, the other strictly on the business of guiding the lawn mower straight. Nevertheless, your chlordane is right there ready to use the minute you spot the pesky ants. Either chlordane dusts or liquid can be used. Two or three treatments in the summer usually stops the ants for the entire season.

Perhaps you have noticed the ads in the big magazines lately about the new improved Rainbow strain of compact bushy dahlias that grow only 18 inches high.

The news is that you don't need to start these from tubers. You grow 'em from seed—and they're easy! Every seed that you plant grows into a dwarf bushy plant that will be smothered with hundreds of sparkling semi-double blooms ranging from flashy reds, oranges, mauve, yellow and delicate pastel tones. The blooms average three inches across and at the end of the year you are

Radio Station KXXL

will record a broadcast Sunday afternoon at 1:30 from our

MISSION FIELDS MODEL HOME

140 RIO ROAD

This program will be rebroadcast every day next week. Come see the MODEL HOME . . . you will be interviewed . . . then you can hear yourself on the radio.

MODEL HOME OPEN 10 A.M.-6 P.M.

In Carmel's Newest Subdivision

. . . we can still offer

NO DOWN PAYMENT

TO QUALIFIED VETERANS!

These are the homes you've heard about with the built-in G.E. Kitchens in color!

Before you buy any home between $12,000 & $25,000—See these outstanding buys!

Drive out Highway No. 1, turn right just past Carmel Valley Road

FISHER, DORSEY & LANGSHAW, Realtors
720 Munras, Monterey Tel. 2-5821

(Political Advertisement)

ELECT



PAUL BIZZINI

for Monterey City

Councilman

MON., MAY 9

PERFORMANCE, NOT PROMISES!

BE SURE TO VOTE!

Sponsored by the Citizen's Committee for Bizzini,
J. S. Moody, Chm.

FULLER PAINTS

FULLER PAINT COLOR CONTEST

4 Ford Ranch Wagons to lucky winners!

PLUS—1030 OTHER PRIZES!

Nothing to buy! Here's all you do:

1. Pick a favorite color from the famous Fuller Jewel Case.

2. Write the name and number of the color chip, and your name and address, on an entry blank. Deposit in entry box.

(If you prefer, write to the nearest office of W. P. Fuller & Co. and they will send you an entry blank and a color card).

ENTER TODAY! — VISIT . . .

VIKING PAINT CO.

YOUR FULLER DEALER

127 CENTRAL PACIFIC GROVE

EXPERT COLOR MATCHING AND STRIPIN

BUILDING SUPPLIES Ph.
SURPLUS SALES LUMBER CO.
1205 Del Monte Ave., Seaside
A FRIENDLY SUPPLIER TO THE THRIFTY BU
LET US SATISFY YOUR BUILDING NEEDS

CARPET & LINOLEUM Ph.
ZEKE'S CARPET HOUSE
168 Central Ave., Pacific Grove
RUBBER — PLASTICS
IMPORTED AND DOMESTIC CARPETS
24 Years Serving the Monterey Peninsula — Ask You

CARPET SERVICE Ph.
MARTIN'S CARPET SERVICE
316 Grand, Pacific Grove
CARPET LAYING — BINDING — REPAIRI
ORIENTAL RUG WEAVING A SPECIALT

DO-IT-YOURSELF Ph
RENT-IT-ALL FREE LIBR
370 Tyler Street FREE DELIV
PORTABLE APPLIANCES FOW
RENTALS - SALES - SERVICE - RENTAL - PURCH

DRAPERY & CURTAIN SHOP Ph
BEATRICE MERRITT — CONSULTA
542 Lighthouse Avenue
ALL CUSTOM MADE TO YOUR ORDER
14 YEARS SAME LOCATION

DRY CLEANING Ph
MILTON CLEANERS
Milton V. Kibbee, Prop.
230 Grand Ave., Pacific Grove
RUGS — DRAPES — BLANKETS
Branch Office 395 Pacific — Hotel San Carlos
WE GIVE THRIFTY SHOPPER STAMPS

ELECTRICAL CONTRACTOR Ph
TICE ELECTRICAL SHOP
500 Del Monte Avenue
ELECTRICAL AND MECHANICAL REPAI
AND SERVICE

ENGINES P
BRODY'S REPAIR SHOP
836 Lighthouse
LAWNMOWERS — SALES AND SERVICE —
BRIGGS & STRATON ENGINES
CLINTON'S ENGINES OUTBOARD — CHAIN

GARDEN SHOP Ph
PINE VIEW NURSERY & GARDEN S
Carmel - P. G. Highway
NURSERY STOCK — GARDEN SUPPLIES — FE
WE GIVE THRIFTY SHOPPER STAMP

GLASS Ph
THOS. H. FRENCH GLASS
SERVING THE MONTEREY PENINSULA SINC
181 LIGHTHOUSE AVE., MONTEREY

HEALTH FOOD PRODUCTS Ph
GROVE NUTRITION CENTER
343 Lighthouse Ave., Pacific Grove
Special Purpose Foods — Vitamins - Minerals - Su
SARGANT'S BEST NUTRITION CENT
8th and San Carlos CARMEL Ph

PRESCRIPTIONS Ph
SEASIDE DRUG STORE
702 DEL MONTE AVE.
THE REXALL STORE

PLUMBING Ph.
BROOKS & SON
105 Central, Pacific Grove
SALES AND SERVICE
FREE ESTIMATES

REFRIGERATION Ph.
BELVAIL REFRIGERATION CO.
118 Fremont Ext., Seaside
SALES AND SERVICE
FRIGIDAIRE

SHEET METAL Ph.
OLIVER WATSON SHEET METAL SH
321 Grand Ave., Pacific Grove
FORCED AIR HEATING — RAIN GUTTERS — SK
CHIMNEY TOPS — FIREPLACE HOODS

TIRES & RECAPPING Ph.
ED'S SUPER SERVICE
O. K. AUTO FLOAT
1099 Del Monte Ave.
CUSTOM UPHOLSTERY BUDGET

TV REPAIRS & INSTALLATION Ph.
EASTERN T. V.
1202 Forest Avenue, Pacific Grove
ANTENNAS BEST SUITED FOR YOUR LOCAT
THE BEST IN USED T. V. — RADIO AND PH
FACTORY AUTHORIZED MAGNAVOX SERVI

Monterey Peninsula Herald May 8, 1955 Pg 1