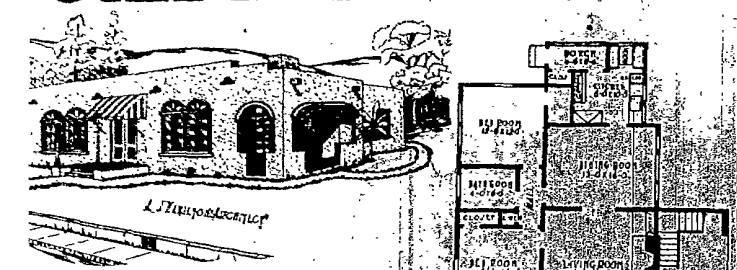

...ed design but very distinctive. Plenty of variation in ideas, but from a distinct... very plain. Not at all tiresome, though, different interesting lines are seen... places.

...the type of home is finished in certain kinds of stucco it takes a character... not realize anywhere and is always attractive. There is something about the... stucco with the proper finish which catches the eye... windows are patterned in a way that makes them a pretty feature for the whole... the two tall lamps are very becoming, when the lamps, chimneys and the top... lines take their proper place as offsets.

...part of the right corner is specially effective as a dominant feature and fa... to beyond the main building lines gives enlargement.

BUILDER'S EXCHANGE EXHIBIT

When you get ready to build you can see exhibits of ...ly everything you'll need, all in one big room in the ...ment of the Spreckels building, where numerous ma... displays are open for your free inspection.

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...lin Furniture, Holmes ...sprearing Beds, Medicine ...ets, Spread-Eze Mortar, ...tard Sanitary Mfg. Co.
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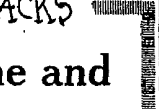
...A Night Water Heater Co. ...ample Automatic Water ...ater, Solar Water Heater.
...tional Products Corp. ...re Brick, Building Tile.
...tal Products Co., ...ecoration Floors, Tile, ...ter Treads.
...Concrete Pipe Co. ...ous Tile.
...Cement Roofing Co., ...ter "Roofs"
...ous Radiator Co.
...ean Iron with Gas. ...ch Water Heater Co.
...t Factory Sales and ...ales Branch.
...ell Kitchen Fixtures ...Owens Inc., Los Angeles. Work & Allen, San ...go Representatives
...ation Finance Bureau ...nancial Assistance and Ad... to TREE to Builder and ...n owner.
...Underfeed Metal Weather ...ip Co.
...Spring Oiler Co. ...A. Curtis Clips ...ress Sanitary Wall ...ers.
...ent Ventilation, Heat h

Superba, the Quality Water Heater, Direct Factory Sales Agency.
Hoyt Automatic Water Heater Co., Direct Factory Sales and Service Branch.
General Water Heater Corporation. De Luxe Automatic Storage Heater.
Economy Products Corp. Economy Stucco Nail.
Benson Lumber Co.
Ida Lumber & Supply Co.
San Diego Lumber Co.
Hillcrest Lumber Co.
Western Lumber Co.
Ruse Lumber & Mill Co.
C. H. McCormick Lumber Co.
Kliska Lumber Co.
The Lutkeiner Pump Co. Double Acting Pumps.
"Grex", Water Softener.
A. N. Phillips. Phillips Monolith Construction.
Hutchinson Machinery Co. Overhead Parallel Swing Saw that is 4 machines in one.
Laundry Trays. San Diego Made Product.
Zimmer Manufacturing Co. Steel Windows (not sash).
Double Sash Weights.
"The Weight with the Pulley."
Joseph Vinino. Rustic Furniture.
The Zeolite Co., Permanit Water Softener
Plymol Products Co. of Calif. Mothproof Clothes Vault.

...e displays are maintained under the auspices of the Builders' ...ange to simplify your troubles in travelling all over town to ...mine the different materials and fixtures that you intend ...ding a home. You are welcome at any time and will find ...ployees who can answer your questions. We are in touch ...s of all trades, and will be pleased to furnish the ...red information required for remodeling and building.

...ormation is free, and ...u are cordially invited ...visit us at any time, as ...e Builder's Exchange ...shes to give service to ...e people of San Diego.



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Just consider what this means. You lacquer a chair and *while you wait* it dries, and is ready for use. You lacquer a bedroom floor and *in a few minutes later replace all the furniture and walk on the floor.* You lacquer woodwork and *hang your draves almost immediately.* Do you wonder that women call it a "miracle?"

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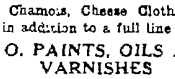

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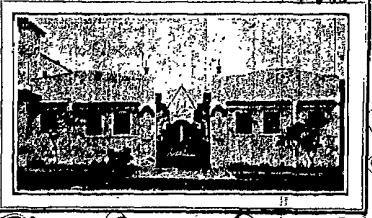

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Furnished by
H. L. Benbough
5th at B

WOOD OUTDOOR SIGNS

National Association ... Course of Insistive Advertising throughout Country

...Central Association of Outdoor Advertising Agencies ... Association ... Chicago, chairman of the association committee on ... said Kaping, will preside.

WOMAN ADVERTISING

The association has already ... officially taken the position that the natural beauty of our country ... public heritage to be honored ... individual and no corporation has the right to deface this beauty for private profit. It ... that the problem of outdoor advertising, because of its relation to the stabilization of land values and the preservation of aesthetic values for community living, is one ... of the problem of zoning.

It has instructed its committee to commence investigation looking toward legislation would be advisable ... regulating the use of billboards and billboards so as to ... public ... legitimate and necessary advertising but ... the ... from ... unsightly spots and of residential districts.

A national conference ... building, a general conference ... general ... a national ... exhibitions on ... advertising, a special appraisal conference, and an inter-board conference ... including ... methods ... other notable features of the convention. There will be held, ... opening day of the convention, ... proper.

The third annual conference ... officials in charge of the ... tration of license laws in the ... states also will be held ... afternoon. In addition there will be special conferences of the board of ... and ... state real estate ... general sales managers' conference ... chairmen of the various ... divisions of the association.

COUNTY DEPARTMENTS

Expert testimony as to ... values in court cases, and how this testimony should be ... will come before the national ... conference through an address by ... Jr. of Pittsburgh, chairman of the appraisal committee of the Pittsburgh real estate board.

Arthur Jensen, president of Minneapolis, chairman of the association's ... committee, will ... The conference of practical residential builders is planned to make possible an exchange of ... which these men are developing for construction economy. It is aimed to focus attention on the ... through which it is believed ... can be done at the present time to ... the cost of home building and ... of home ownership.

H. A. Kelly of Flint, Mich., chairman of the housing committee of the national association, will address the conference on ... waste in home building.

BOARD OF TEN TO CO-ORDINATE STATE FARMING

United States Chamber of Commerce Director Names Body to Boost Industry.

A nine-member committee of 10 to formulate a plan of co-ordinating all agencies working toward the upbuilding of California has been appointed by Ralph P. Merritt, in his ... as a director of the United States Chamber of Commerce. The committee was authorized by a resolution of the Agricultural and Business Industry ... recently in Fresno under the joint auspices of the U. S. Chamber of Commerce, the California Development association and the Fresno County Chamber of Commerce.

The personal of the committee, appointed in pursuance of the ... in the agricultural prosperity of California is following ... Thurman, Hugh Fain, Jr., ... Fairville, Bear R. Greene, ... Whitsonia, Los Angeles, ... Knight, Petaluma, ... and five members of commerce executives, who are A. M. Roberts, ... Oxnard, Mark Lee, Santa Rosa, ... Thomas, San Jose, ... Stockton, Sacramento, and Harold Harris, Fresno.

Merritt as a director of the Chamber of Commerce of the United States and a director of the California Development association, has been asked to act as an ex-officio member of the committee, and H. N. Wilson, director of the agricultural department of the California Development association, will act as secretary.

The plan which will be formulated by the committee within the next few days will be submitted to all chambers of commerce and related organizations in California.

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J. L. Miller & Co. are offering a first mortgage 6 per cent ... bond issue ... secured by the ... grant, ... the ... building ... which makes ... Union Ads Bring Best Results